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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 49 December 24, 1984

MACLetter Premieres

In response to the growing and enthusiastic community of Macintosh computer users, as well as MacWorld magazine readers, PC World Communications recently launched MACLETTER. This bimonthly newsletter plans to offer news, tips, opinions, speculations, and short features concerning the Macintosh computer and MacWorld magazine.

The hardworking team of this new publication includes: NOREEN BROWNING as Editor, RAY PETSCHE as Marketing Associate, and BEVERLY CRANE as Marketing Assistant.

MACLETTER

Volume 1, Number 1
December 1984

The Macworld Newsletter
for the Macintosh Industry

Macletter, the newsletter for the Macintosh community, is a bimonthly publication that offers a view of the industry from the unique perspective of people intimately involved in its evolution as well as its day-to-day changes. *Macletter* is being published in response to the growing and enthusiastic community of Macintosh users and *Macworld* readers. We will offer news, tips, opinions, speculations, and short features concerning the Macintosh and *Macworld* magazine.

We welcome feedback from you, the reader. If you have inside tips, interesting facts, opinions, suggestions, or anything else pertaining to the Macintosh, we would be glad to hear from you. Address all inquiries and correspondence to *Macletter*, PC World Communications, Inc., 555 De Haro St., San Francisco, CA 94107.

All About Macworld

Macworld began publication in January 1984 and was distributed the same day that Apple Computer announced the Macintosh. The magazine currently has a print run and distribution of 170,000 with 100,000 paid subscribers. The December issue is 196 pages, and we expect the magazine to double in size by the end of 1985.

Each issue of *Macworld* has five sections: Getting Started, State of the Art, Review, Hands On, and Community. Newcomers to the Macintosh can turn to Getting Started for instruction and advice on using the Mac, such as how to get the most out of a single-disk drive Mac, how to organize disks and files, and how to use a modem and communications software. State of the Art looks at the technology behind the Mac, the 512K Mac, the Lisa, the Imagewriter, new printers for the Mac, music, new languages, and input devices. The Review section evaluates the latest software products for the Macintosh. Hands On provides tips and tutorials to help you be more productive and creative. Community discusses the ways in which Mac owners make use of their machines and how the Mac changes the way people work, study, and express themselves.

Macworld includes the following departments: *Note Pad*, *Get Info*, *Macworld View*, *Macware News*, *Open Window*, and *Macworld Gallery*, which includes the Macworld Art Contest. These departments present news items, answer questions concerning the Macintosh, and provide forums for reader input.

Macworld welcomes letters, product descriptions, and news or tips that will benefit readers. Contact the magazine if you are developing state-of-the-art technology, if you would like to demonstrate a hardware or software product or submit it for review, or if you have an article or editorial that you would like to submit for publication.

Macworld has much to offer, whether you are new to the Macintosh, an experienced and knowledgeable user, or involved in developing, producing, or marketing new software and hardware for the Mac.

Test-Drive a Mac

Few people would buy a car without taking it for a test drive. But thousands of people, with little or no time behind the keyboard, have bought computers only to discover that they purchased the wrong machine. That's why Apple has launched an innovative sales promotion called "Test Drive a Macintosh."

Many people are disillusioned with the so-called computer revolution. They have spent hundreds or thousands of dollars on computers, software, and peripherals but find their machines too difficult to use. Many computers are permanently stored in closets and spare rooms.

The test-drive program, which runs from November

Present plans call for MACLETTER to be distributed to the entire MacWorld magazine complimentary list. The next issue of PCW's MACLETTER will sport a January/February date, and is scheduled to be mailed out during the first week of January.

Continued on Page 5

Happy Birthday Computer News

One hundred and fifty of the United Kingdom's computer industry's leading executives and the managers of their advertising agencies recently attended a special birthday party for Computer News.

The event, held at London's Royal Automobile Club, was very successful. MARTIN DURHAM, Managing Director of Computer News, Ltd., CWCI's publishing subsidiary in the U.K., noted that Computer News gained more advertising revenue in its first year of publishing than other trade and professional publication in the U.K. had ever achieved.

Continued on Page 5

Spotlight

CWCI's Conference Management Group

CW/Communications Conference Management Group (or still referred to as the Conference Company at 60 Austin Street, Newtonville) has always done a superb job in general topics and diverse areas such as office automation and personal computers. They do this by concentrating on programs and exhibit sales through specialization and market segmentation, meeting user and vendor needs through precise audience definition and promotion.

BILL LEITCH is President of the CW/Conference Management Group, and General Manager of Communication Networks. Bill has managed close to 300 programs, seminars, and shows since joining IDC in 1968. These include investor programs, the annual IDC Briefing Sessions, and the Executive Conference Series which originated in 1976 for IDC's CPS/ISPS clients. Bill states, "CW/CMG is laying the groundwork for major and profitable growth." He resides in Newton with his wife, Betsey, and their two children, Elizabeth and Brad. In his spare moments Bill enjoys gardening, and can be seen in early spring handing out tomato plants to his fellow employees.

Bill Leitch

Louise Myerow

LOUISE MYEROW is in her tenth year as Regional Manager for CW/CMG, handling registrations, billing, and collections for all the conferences and exhibitions. Her hobbies include her three grandsons, foreign travel, antiques, and theater. She is also reported to be a crossword puzzle addict.

Conference Assistant for CW/CMG is PAT COLLINS. Pat joined CMG in August, 1984 after spending a year in the Classified Advertising Department of Computerworld. She is mainly responsible for speaker recruitment and program development for Network Management/Technical Control and Communication Networks, but she always finds herself involved in many different projects. Pat graduated from the University of Maine in 1983 with a Degree in Journalism/Advertising, and currently lives with three roommates in Brighton, Massachusetts. When not working, Pat enjoys biking, frisbee, reading, skiing, cooking, and walking along the beach.

Pat Collins

NANCY RUBIN has been with CMG for three years. She began part-time as a Conference Support Secretary, but three months ago began in a full-time capacity. Now, as Program Coordinator, Nancy is speaker liaison from the time speakers are recruited up through each conference. She is responsible for speaker confirmation, ensuring all pertinent information and photographs are received, and agenda and program guide preparation. Nancy has two children, Julie and Brad. In her spare time she enjoys exercise, reading, and foreign travel.

Nancy Rubin

NANCY HEDGES began as Secretary for CW/CMG in September, 1980. Her responsibilities now include many marketing aspects, and handling all CN '85 exhibitor material, along with promotional copy, including "The Link-Up," of which she is Managing Editor. Her plans currently involve working on her wedding,

Nancy Hedges

which is scheduled for August 24, 1985. Nancy attends Newbury Junior College Division of Continuing Education in hopes of graduating in May, 1986 with an Associates Degree in Business Management.

ROBIN POULIN joined CMG in May, 1984 to help with CMG's expanded marketing efforts. She currently interfaces with exhibitors for 1985 Network Management/ Technical Control shows. Robin has two children, Raymond and Jerry. She is currently attending Newbury Junior College where she will soon receive her Degree in Business Management. She enjoys dancing, theater, and relaxing with a good book when she can find the time.

Robin Poulin

TAMI MASON, a member of CMG since November 1980, is responsible for maintaining extensive lists for speaker, exhibitor, and attendee files, in addition to general support of staff in such areas as mailings and telephone coverage. She is also engaged as a teacher in bible educational work. In rare moments she enjoys biking, swimming, boating, easy listening music, dining, and traveling.

Tami Mason

Supporting CMG with various office duties is HOLLY LOMAX, who joined the company in October, 1983. Her work consists of assisting conference speakers and exhibitors, and telephone coverage. She is also engaged as a teacher in bible educational work. When she finds time she can be found roller skating, writing poems, traveling abroad, and spending time with her two nephews, Robbie and Michael.

Holly Lomax

More News...

MACLetter Premieres

From Page 1

The team at MACLETTER welcomes feedback from its readers, as well as inside tips, interesting facts, opinions, suggestions, and other relevant information pertaining to the Macintosh industry. All inquiries and correspondence should be addressed to: MACLETTER, PC World Communications, Inc., 555 De Haro Street, San Francisco, CA 94107.

Happy Birthday Computer News

From Page 1

In recognition of this accomplishment, JULIAN MARSHALL, the Display Advertising Manager of Computer News, has been appointed Publisher of the newspaper. RON COATES has joined Computer News as Editor-inChief. RON CONDON, previous Editor, has moved up to Editorial Director of CW Communications, Ltd., Computer News' parent company.

At the luncheon, PAT MCGOVERN, Chairman of IDG, explained the important role that a computer publication plays in increasing the skill and effectiveness with which the managers and technical staff at computer centers use computer assistance, resulting in more effective applications, larger DP budgets, and more prosperity for the computer industry. He felt that Computer News would help to accelerate the overall growth rate of the computer market in the United Kingdom.

The guest speaker at the luncheon was Dr. Heinz Wolff, a Popular Science interpreter on British television. Dr. Wolff's book, The Layman's View of the World of Computer Technology, presented Computer News with a novel birthday cake consisting of an 8-inch floppy disk covered with false teeth . . . representing "bytes," of course.

Congratulations to the entire staff at Computer News for making their first year so successful and their outlook so promising.

People

Congratulations to PETER and ROSEMARY BARTOLIK, who recently greeted a new member of the family. Their new son, Colin, was born on November 29th at 7:39 p.m., and weighed 9 pounds, 13 ounces. Mother and son are both doing fine. Warm wishes for much happiness!

Congratulations and best wishes to SIMONE FIEDLER, CWCI Germany's Advertising Department, on the recent birth of Marlo, born November 9th. Much happiness with your new family addition!

Promotions

IDC is pleased to announce the appointment of JANET SPARRE to the position of Administrative Assistant for the Data Base/ Telemarketing Sales Team. Effective January 1st, Janet will be playing an active role in supporting the Sales/Telemarketing Department to ensure continued success and growth through 1985. With the company since 1980, Janet previously served as Secretary in IDC's Corporate Services Department. Hearty congratulations on your promotion, Janet, and best wishes for continued success at IDC!

Congratulations to IDCer MIKE HOVAGIMIAN, who was recently promoted to Director of Database Marketing. This new position will encompass the product development and sales/marketing support for all databases within the Information Services Group. Currently, this would include the Domestic and International Computer Installation Datafiles (including the on-line system), the Enterprise Files, and the soon-to-be-released on-line Research Index of IDC's market research reports. Over the next year, Mike's efforts will concentrate on sales/marketing support for the on-line Datafile, redesigning the Datafile, and development of the Enterprise File into an on-line product. Best of luck, and congratulations, Mike.

Computerworld/Mexico is pleased to announce the appointment of HENRY MORALES as General Manager. He will continue to serve as Commercial Director as well. Congratulations on your new appointment, Henry, and best wishes for your continued success!

IDC is pleased to announce that LAURA SMITH will be joining the IDC Sales Department as Account Representative-Data Bases, effective January 1, 1985. Laura will be specifically dedicated to the midwest region, responsible for servicing and developing the Data File/Enterprise File client base in that area. Her professionalism, dedication, and enthusiasm will be valuable assets in achieving this new level of responsibility. Best of luck, Laura!

IDC is also happy to announce the appointment of TERRI LEBLANC to the position of On-Line Sales and Training Coordinator. Terri will be playing a key role in the success of IDC's On-Line Data File by assuming the responsibilities of maintaining the user manual, preparing and executing training seminars, and evaluating the needs of On-Line users, both internally and externally. In addition, Terri will coordinate a nationwide sales effort on behalf of the On-Line File. Terri's Data File sales experience, presentation skills, and her ability to communicate effectively have and will continue to be a key factor. Congratulations, Terri!

New Employees

WGE welcomes LAURIE FINNIE as a new Telephone Ad Salesperson for PICO magazine. Laurie comes to WGE with a Degree in Fine Arts from the State University of New York at Binghamton. Prior to coming to WGE she worked on the staff of 80 Micro. Her husband, Scot, is also in publishing as the Review Editor for Hot CoCo magazine. A resident of Peterborough, she enjoys quilting, and has done some semi-professional theater work. Welcome to the WGE team, Laurie!

Welcome aboard to RICK GILMETTE, who was recently hired as WGE's Corporate Technician for equipment repair and inventory. He commutes from Henniker, where he lives with Robin, his wife of only two months. A graduate of the University of New Hampshire, Rick has a Degree in Recreational Administration. He also has a Degree in Field Engineering from the Systems Technology Institute in Orlando, Florida. Rick was Assistant Manager for Sequoia Supply while in Florida, and has been a carpenter, has sold condominiums, and was a recreational assistant at Waterville Valley Ski Area. In his spare time he enjoys skiing and woodworking. Best wishes, Rick!

Anniversaries

One-Year Anniversary

Kathleen Christensen, PCW
George Clark, PCW

Two-Year Anniversary

Patricia Bertuzzi, IDC

Etcetera

New Addresses

Please note the following change of addresses:

CW Atlanta Sales Office
1400 Lake Hearn Drive
Suite 330
Atlanta, GA 30319

IDC Sweden
Sorogatan 21
S-16341 Spanga
Sweden
Tel: (08) 750 6774

Fitness Focus

It is that time of the year for holiday cheer, and many of us will no doubt be indulging at parties and family get togethers.

In an effort to keep your diet resolutions from last year as well as carry them over into the New Year, enjoy those occasional snacks but keep them low cal! Here is a list of a few snacks under 100 calories:

10 Lifesavers
5 Triscuits
2 Oreo Cookies
4 oz. Cooked Shrimp
1 oz. Thin Pretzel Sticks
1 Apple
10 Littleneck Clams
10 Jelly Beans
2 cups Plain Popcorn
1/10 Coconut-Custard Pie
1 oz. Gouda Cheese

Classified

REGIONAL ADVERTISING MANAGER

Micro Marketworld has an immediate opening for an experienced advertising space salesperson to cover the Boston/Northeast area as Regional Sales Manager. This position will be located in the CWCI Sales Office in Natick. The position requires experience in the sale of advertising. Applicants with sales experience with a high-technology publication will be preferred. A college degree is also preferred. Interested applications should contact Nadine Hallal, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701, or call (617) 879-0700, x369.

SECRETARY/ASSISTANT

Computerworld has an opening for a Secretary/Assistant to the Publisher and Manager of Marketing and Sales Operations. This position entails typing, filing, heavy travel arrangements, and coordination of trade shows. In addition, you will work on special projects as needed. Familiarity with a DEC Rainbow personal computer is a plus. For this position you must be able to work independently and work well under pressure. Candidate should be flexible to work on a variety of projects. Interested applicants should contact Kathy Doyle, WCI, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-0700, x308.

DIRECT MARKETING ASSISTANT

Computerworld's busy Direct Marketing Department has an immediate opening for a responsible and efficient assistant to coordinate various list rental tasks. Responsibilities will include daily order processing, monthly invoicing and reports, and continuous phone contact with clients and list brokers. Qualified candidates should be detail oriented, work well under pressure in a fast-paced environment, and possess some word processing skills. Please send resume to Gail Odeneal, Director, Direct Marketing Services, CWCI, 375 Cochituate Road, Framingham, MA 01701.

PRODUCTION DEPARTMENT ASSISTANT

CWCI has an opening for an Office Assistant in the Production Department. Duties will include typing, filing, record keeping, and answering telephones. You should have a pleasant personality and an interest in publishing and the graphic arts. No shorthand is required. To apply please send resume to Jude Goldman, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x421.

ADMINISTRATIVE ASSISTANT

CWCI has an immediate opening for a full-time Administrative Assistant. You will work under the direction of the Assistant to the Executive Vice President. Responsibilities will include typing, employee record keeping, travel arrangements, equipment upkeep, ordering supplies, function planning, etc. This position is very essential to the administrative team, and will be dealing with the entire company. Applicant should be organized, dependable, have an eye for detail, enjoy a challenge, like a variety of responsibilities, type 45 w.p.m., and have a pleasant telephone personality. Word processing, dictaphone, and shorthand is required. Personal computer experience a plus. Please send resume to: Carol Audlee, CWCI, 375 Cochituate Rd., Framingham, MA 01701, (617) 879-0700, x415.

RESEARCH ANALYST

IDC's Customer Service Program (CSP) is seeking a capable individual to research and write reports covering the maintenance segment of the Information Processing Industry. The qualified candidate will be one who has a college degree, enjoys doing extensive research and writing, and can work with a minimum of supervision to meet publication deadlines. The individual assuming this position will design and administer both mail and telephone surveys, and provide all data analysis. Knowledge of both statistics and survey design/methodolgy is desirable. The individual will, when required, assist in the client service aspects of the CSP program, and will also, at times, be called upon to give presentations and speeches to clients and the general industry. A knowledge of the information processing industry would be helpful, but is not necessary. Interested candidates should forward a copy of their resume, along with a writing sample, to Ron Shugan, IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

ASSISTANT PRINT BUYER

CWCI seeks an Assistant Print Buyer. The Assistant Print Buyer will be responsible for collateral printing. Duties include preparing estimates, purchase orders and follow through on jobs in progress. Knowledge of the graphic arts is essential. Must have at least two years experience with four color printing. Knowledge of area printers, color separators, finishing houses and suppliers helpful. Must be detail oriented, good on the telephone, and very determined. Please send resume and salary requirements to Jude Goldman, CWCI, 375 Cochituate Rd., Framingham, MA (617) 879-0700 x421.

WEST COAST BUREAU CHIEF

CWCI is looking for a person to fill the new position of West Coast Bureau Chief. Basic requirements are familiarity with the microcomputer industry and at least two years of experience on daily newspapers or a magazine. Some management experience also helpful. The bureau chief will edit news and features and coordinate activities of the two staff writers on the West Coast to make sure the important events are being covered. You will also manage the travel budget and travel assignments for the West Coast, and conduct mid-year staff reviews. These tasks will be accomplished while working with the Executive Editor in Framingham. The bureau chief will also be responsible for writing either features or news on a regular basis. Contact Debbie DePeyster at CWCI, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700.

LIST RESEARCH MANAGER -- DIRECT MARKETING DEPT.

CWCI is looking for an aggressive "self starter" with a lot of initiative to help them develop and acquire mailing lists for the numerous direct marketing activities. Qualified candidates should be detail-oriented, well-organized, have excellent negotiating skills, and be able to work with a wide variety of people. Some sales, telemarketing, or list rental experience is desirable. Please send resume to Janet Reilly, Marketing Manager, Direct Marketing Services, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701. No phone calls will be accepted.

FOR SALE, ONE KITTEN & TWO CATS

Due to allergies, owner seeks loving homes for one kitten and two young cats. Call John Gallant at CWCI, (617) 879-0700 x461. Evenings call (617) 233-4286 and ask for John or Terri.

FOR SALE

Levolor Vertical Blinds, 100"w x 84"l. Perfect for large window or patio door. Fabric material. Includes valance. Less than one year old. $200 or best offer. Moving and must sell. Call Cheryl of CWCI at (617) 879-0700, x519.

WASHER AND DRYER FOR SALE

Sears electric washer and dryer, almond color, large capacity. One year old. Owner must move and is anxious to sell for $550. Call evenings, (617) 653-4524.

1979 MAZDA FOR SALE

1979 Mazda RX-7S, white with wine interior, mag wheels, new stereo/cassette, 62,000 miles. Excellent condition. Asking $5300. Call Rob at CW/Peterborough, (603) 924-9471, x468.

APARTMENT FOR RENT

Luxurious one-bedroom apartment for rent at Chapel Hill in Framingham. $650 per month includes all utilities -- swimming pool, tennis courts, exercise rooms, security systems, private balcony. Available February 1, 1985. Call Paula at IDG, (617) 875-5000, x464; or Linda, after 6:00 p.m., at (617) 875-5871.

SAN FRANCISCO ROOM WANTED

Danish male seeks cheap room in San Francisco from about February 1 for approximately two weeks, with possible return after 2-3 weeks. Also seeking cheap room in Los Angeles from mid-February for 2-3 weeks. If interested, contact Anthony Rouse, IDC Framingham, (617) 872-8200.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

IDG UPDATE

Contributing Reporters

Ruben Argento	*CWCI/Argentina*
Per Berrefjord	*CWCI/Norway*
Lorraine Brien	*CWCI/Framingham*
Jean Broderick	*CWCI/Chicago*
Noreen Browning	*PC World*
Jill Chanin	*IDC/Santa Clara*
Jenny Charlesworth	*CWCI/Framingham*
Mary Chaves	*CWCI/Framingham*
Antonia Chavez	*CWCI/Mexico*
Michele Christian	*CWCI/Peterboro*
Marji Clark	*IDC/Washington*
Beatrice Couperie	*CWCI/France*
Kathy Dene	*LINK Resources*
Jill Dondel	*CWCI/California*
Wayne Dombrowski	*IDC/Chicago*
Preben Engell	*CWCI/Denmark*
Dorothy Ferriter	*IDC/Framingham*
Jose H. Flores	*IDC/Mexico*
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Bert Lubbers	*CWCI/Netherlands*
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Ian McLean	*CWCI/Hong Kong*
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David Naidu	*CWCI/Singapore*
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Gail Paterno	*CWCI/New Jersey*
Donna Pomponi	*CWCI/Menlo Park*
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David Rouse	*IDC/Scandinavia*
Len Rust	*IDC/Australia*
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Richard Small	*CWCI/Mexico*
Karl Soderberg	*IDC/Sweden*
Janet Sparre	*IDC/Framingham*
Marlene Stibal	*CWCI/Framingham*
Ernst Torp	*IDC/Norway*
Eckhard Utpadel	*CWCI/Germany*
Hubert van Onna	*IDC/Netherlands*
Jay Wagman	*IDC/Santa Monica*
Debbie Waters	*CWCI/Framingham*
Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

Happy New Year

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

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Volume 14, Number 48 December 17, 1984

RUN Produces Special Issue

CWCI Peterborough has announced that it will publish a special issue of RUN: The Home User's Guide to Commodore Computing. The publication, which will be on sale in early January, is a handbook of reference information geared toward both the new and advanced Commodore computerist. It contains information of lasting value, assuring that buyers will keep the magazine and refer to it again and again.

Continued on Page 5

SPECIAL ISSUE
RUN
Canada $5.25
U.S.A. $3.95
A CWCI Publication
1985
THE HOME USER GUIDE TO COMMODORE COMPUTING
FREE Pull-Out Wall Chart
500 TIPS, TRICKS & TEASERS
For You and Your Commodore
GETTING STARTED:
Setting Up Your Computer
Programming
Sound & Music
Colorful Graphics
Computer Communications
LET'S GET TECHNICAL!
Computer Terminology Explained
SPECIAL ISSUE

CWCI's Classified Ad Teleselling

CWCI is pleased to announce the creation of a Classified Advertising Teleselling operation, and the appointment of its personnel.

The Teleselling team will be responsible for the sale of all Classified Advertising categories directly to clients: Position Announcements, Buy, Sell and Swap, Bulletin Board, Software for Sale, and Time and Services.

DIANE SUKEY joins Teleselling from her position as Sales Secretary, and will now be responsible for sales in the Northeastern United States.

DOUG SANBORN moves over from Advertising Coordinator at CWCI, to become the second member of the Teleselling team with responsibility for the Midwest territory.

BILL FONTANA is a new hire and the third member of the Teleselling team, and comes to us

Continued on Page 5

Spotlight

PC World Circulation & Production

The seven members of the Circulation Department are involved in all aspects of obtaining and maintaining readers for PC World and Macworld. They are responsible for projecting, revising, updating, and reporting on circulation strategies and statistics for the two magazines.

MARYANN DEPIETRO, a 1969 graduate from the University of Massachusetts in Amherst, former teacher and retail business owner for eleven years, is PC World's Corporate Subscription Sales Manager. She solicits subscriptions from major corporations in the United States via phone sales, direct mail, conferences, and personal interviews, and coordinates efforts with an outside subscription service organization.

PENNY ERTELT has recently joined PC World as Circulation Director. Penny has a 15-year background in magazine publishing, working on such titles as Saturday Review, Bill Board Publications, Food & Wine, and most recently as Associate Publisher of Horticulture. Her primary expertise has been in the area of circulation development including a strong background in financial planning and direct marketing. Penny was raised in New England. She relocated from Connecticut, and has just moved into a new home in Sausalito. In her spare time she is a avid squash player, and enjoys running.

LAURIE KING is the Circulation Promotions Coordinator of PC World. She manages the promotional campaigns that reach millions of would-be subscribers each year. Recently she has been working on circulation projection and modeling, and has discovered the joys of Lotus 1-2-3 macros. Laurie began her publishing career in 1982 at PC Magazine, after graduating from Cornell College with a degree in Philosophy. Laurie lives in San Francisco with a roommate, two children, and two cats. In her spare time she runs with her 1-1/2 year-old son, Austin, in Golden Gate Park.

First Row (l to r): Laurie King, Rusty Smith, MaryAnn DePietro

Second Row (l to r): Cheryl Woodard Penny Ertelt

Back: Phil Semler

PHIL SEMLER is the Customer Services Coordinator. He came to PC World armed with a M.A. in Philosophy from San Diego State. Phil uses his Lotus 1-2-3 and Wordstar expertise, along with various other job skills, combined with his latent humanism and concern for others, to help keep PC World and Macworld's subscribers satisfied. Off duty he is an avid runner who ran his first marathon last August.

RUSSELL D. SMITH joined PC World in August as Fulfillment Manager after three years as Subscription Manager of another special interest national magazine. Russell's previous experience includes banking, fund raising, and administration of a charitable foundation. He enjoys golf, travel, classic movies, and humorous people.

CHERYL WOODARD began her working career as an Economist in the energy field. She switched to book publishing in 1979, and helped David Bunnell start PC Magazine in 1981. Cheryl has worked on practically all business aspects of the magazines, focusing primarily on Circulation during 1984. Cheryl is married to PC World's Art Director, Mick Wiggins, and they have a one-year-old daughter, Katie.

The Production Department of PC World prepares PC World and Macworld magazines for manufacture. Production works with the Advertising, Art, and Editorial Departments, "making up" the magazines. Ultimately, it is the responsibility of Production to supply the printer with the necessary materials and information for accurate and timely printing.

Vice President of Production, HERB LINDEN, was born and raised in Brooklyn, New York. Herb arrived at PC World in September, 1984 with 21 years of publishing experience. After his first job at Time, Inc. in the research and production areas, Herb moved on to Assistant Production Manager of Fortune magazine. In 1978 Herb left Fortune and joined Medical Economics, a large publishing company in the health care field. Having always believed that he would remain in the publishing field for a short period of time, Herb vows to someday fulfill his dream of becoming an artist. Aside from time devoted to his family, Herb also raises tropical fish.

Left to Right: Jayne Boyer, Herb Linden, Lila Villareal, Frances Mann.

PC WORLD

Continued

FRANCES MANN, Senior Production Manager, handles production of magazine inserts and collateral materials, ranging from office forms to media kits. As guardian of the department budget, she also finds fun in manipulating multi-digit numbers on her office PC. Frances majored in classical archaeology in college, but switched to publishing, her first love, when it came time to make a living. Before joining PC World she worked as a free-lance and staff editor for several San Francisco companies, until becoming a typesetting estimator four years ago. Outside of work she enjoys movies, crossword puzzles, and an ongoing search for a good used car.

Ad Traffic Coordinator for PC World is JAYNE BOYER. Jane was born on the east coast, but at the age of 13 was moved to Los Angeles where she has lived for several years. She presently resides in San Francisco, although she threatens to return to the east coast someday. Her favorite food is pasta, and she enjoys playing pool, golf, volleyball, racquetball, and cards.

HOLLIS BRUSH came to PC World in September, 1984 from IDG, where she was a member of the Accounting Department. Not having gotten enough of PC World, she moved to San Francisco and now enjoys working as Advertising Billing Coordinator. A former California resident of six years, Hollis came to the Bay Area to attend the California College of Arts and Crafts. She enjoyed the environment and California climate compared to the east coast. Her main interests are her four-year-old son and 5-1/2 year-old daughter. With any leftover spare time, Hollis enjoys eating, sleeping, and rediscovering the Bay Area.

LILA VILLARREAL serves as Advertising Display Supervisor, coordinating information and insertion orders between Advertising Sales and Production. Lila knows what a hectic workplace is like. Before coming to PC World in January, she ran the UCLA pediatric emergency unit for nine years. Lila lives in Mill Valley with her two cats and one dog, and she adores her thirteen-year-old daughter. Once a week she volunteers at the California Marine Mammal Center, a hospital for seals recovering from injuries and disease. Her other hobbies are photography and fishing.

Lee Trevino

LEE TREVINO, Production Manager, was hired as Editorial/ Production Assistant in July, 1983. He was promoted to Production Manager in January, 1984. A former resident of San Antonio, Texas, Lee moved to California nine years ago. Lee's hobbies are good food and good wine. And he confesses he is not related to the golfer!

More News...

RUN Produces Special Issue

From Page 1

RUN's special issue will include a free pullout wall poster containing reference material that makes programming the Commodore 64 and VIC-20 easier. The poster will feature Basic keywords, disk commands, ASCII codes, color codes, and much more programming information. Noted RUN Columnist, Louis Sander, will contribute a collection of over 500 computing hints and tips from the popular "Magic" column. The collection will include every entry published in 1984, plus 150 new "tricks." The issue will also contain a number of introductory-level articles, including "The First Step," by Guy Wright, Technical Editor of RUN. The article explains some basic concepts and phrases that will help the user on his way to programming. Also, "It's Only a Modem Away," by RUN Assistant Technical Editor Margaret Morabito, provides basic information about telecommunications and the howto's of using the Commodore 1600 VIC-Modem and 1650 Auto-Modem. The article will also explain how to log on to CompuServe and the Dow Jones News/Retrieval Service.

Other subject areas to be covered include sound and music, and graphics. The special issue will also include a glossary of computer terms, and a complete, up-to-date list of Commodore users groups and clubs.

CWCI's Classified Ad Teleselling

From Page 1

from the Teleselling operation at the Robb Report, an upscale consumer publication. Bill is orginally from the Pittsburgh area and will be responsible for sales in the south and southeast.

Supporting the team is JOAN PINSKY, who moves over from the production side of Classified, and who will function as the Sales Assistant/Secretary.

People

JANE DESBERG, of CWCI's Circulation Department in Framingham, was a speaker at the Circulation Session of the American Business Press Fall Conference held in November. The presentation, entitled "From the Stone Age to High Tech," was a case history of the CW Communications Circulation Department.

Promotions

Congratulations to MARK WINTHER of LINK Resources, Senior Research Analyst in the New Electronic Media Program, who was recently promoted to Director of New Communications Services. Mark covered the home media markets, including cable TV, VCRs, and storage technology in the home, bypass, and value-added networks for the New Communications Market Program. His new position will still involve writing reports, in addition to client service, and determining what reports his research analysts will write for the program.

Effective January, 1985, JOHN CONNOLLY will be promoted from Staff Writer to Senior Writer. Jim joined Computerworld in November, 1983. He brought with him more than 12 years of professional reporting experience, most of it as a general assignment reporter at the Boston Herald. In the past year Jim has served as the backup to the Senior Editor-Systems and Peripherals, and the Senior Editor-Communications. He has done an outstanding job in both capacities, and by every measure has proven to be a professional and valued member of the editorial staff.

New Employees

PATRICIA GRAHAM has joined the Circulation Department at Wayne Green Enterprises as a Customer Service Representative. Pat is responsible for handling customer orders, back issues inquiries, and general office troubleshooting. Before joining WGE, Pat worked at a number of editorial positions with 80 Micro, Desktop Computing, and Jr. magazines. Pat immigrated to New Hampshire from Littleton, Mass. because she "wanted to live in the boonies." She enjoys gourmet cooking and entertaining, and the Circulation Department particularly appreciates her baking efforts.

KRISTIN KELLOGG is also new to the Circulation Department, signing on as an Administrative Assistant. Her chief responsibilities include "holding down the fort" and ensuring that everything runs smoothly. Kristin comes from Detroit, but she has been a local resident for the past four years and plans to keep it that way. She is engaged and plans to marry September 24, 1985. Kristin also enjoys art and photography.

STUART NORWOOD just cannot stay away from Peterborough. Stuart first worked for Wayne Green in 1964; he returned in 1975, serving as Managing Editor of 73 magazine; and, ten years later, he is back again, this time as Managing Editor of PICO, the Briefcase Computer Report. Stuart is responsible for the day-to-day operations of the magazine. He functions as the primary liaison with the Production Department. Stuart hails most recently from Salem, Mass., where he was News Editor of the Lynn Daily Evening Item.

Anniversaries

Two-Year Anniversaries

Richard Ciliburto, CWCI
Sandra Coleman, IDC
Carol Watson, PCW

IDG apologizes to FRANK COLLINS for incorrectly reporting his career path with CWCI. Frank celebrated his tenth anniversary with CWCI recently. He began with the company in November, 1974 as a Circulation Clerk in the Circulation Department. He later transferred to the Advertising Department in 1977, and in 1979 Frank was promoted to Advertising Administrator. He presently serves as CW's Corporate Advertising Manager. Congratulations on your fine career thus far, Frank, and we do apologize for our slipup!

Classified

ATLANTA CORRESPONDENT

Computerworld is setting up a bureau in Atlanta, and has an opening there for an experienced correspondent. This is a new position where you will be responsible for establishing a bureau in an area where the computer industry and information processing are burgeoning. As a full-time representative you will be expected to produce usable copy as required each week. Your beat will stretch over the southeast from Research Triangle Park, N.C. to Miami to Dallas/Houston. You will report to the Managing Editor who will assign you to cover stories of interest to DP professionals and computer industry vendors. You will cover press conferences, new product announcements, major meetings, and other news events. You will have to meet deadlines. Some travel required. To qualify you should be a self-starter and capable of working independently. You should possess a strong journalistic instinct and be able to write quickly and accurately for weekly deadlines. Familiarity with computer technology, companies, trends, and products is a plus. To apply send resume and writing samples to: Rita Shoor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-7077, x322.

UPDATE EDITOR

Computerworld has an opening in their Editorial Department for an Update Editor. In this newly created position you will be responsible for producing one Update section a month on a variety of technological and managerial topics of interest to our readership. You will coordinate with our Senior Editors in the newsroom to focus the direction of each Update in terms of content and possible authors, and with our Design Editor to coordinate page design and to focus cover graphics. The majority of time will be spent on soliciting articles from experts in the field, and you will also be responsible for writing and researching the kickoff article which sets the theme. To qualify you should have a working knowledge of the computer industry or data processing. You should have polished editing skills, a strong graphic sense, and a detailed knowledge of newspaper production. Previous experience on an electronic editing system a plus. To apply send resume and samples to: Rita Shoor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617)-879-0700, x322.

ADMINISTRATIVE ASSISTANT

The International Department at CW has an immediate opening for a full-time Administrative Assistant. You will work under the direction of the International Applications Manager and the Director of International News. You will handle a variety of support functions including date entry, electronic mail, telexing, making travel plans, taking telephone messages, light typing, and record keeping. To qualify you should be organized, energetic, responsible, detail-oriented, and possess good telephone and office skills. Experience preferred but not essential. Send resume to Jeff Cordeiro, International Applications Manager, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617)-879-07001, x589.

NEW YORK CORRESPONDENT

CW has an opening in the New York Bureau for an experienced correspondent. This is a new position where you will be covering state-of-the-art information processing. As one of two editorial representatives, you will be responsible for producing usable copy as required each week. You will be assigned stories by the Managing Editor. You will be expected to develop leads. You will cover press conferences, new product announcements, major meetings, and other news events. You will have to meet deadlines. Some travel required. To qualify you should be a self-starter and be capable of working independently. You should possess a strong journalistic instinct, and be able to write quickly and accurately for weekly deadlines. Familiarity with computer technology, companies, trends, and products is a plus. To apply send resume and writing samples to: Rita Shoor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-7077, x322.

SPECIAL PROJECTS EDITOR

CW has an opening for a Special Projects Editor. In this new position you will be responsible for supervising and coordinating long-term research and special editorial projects from conceptualization to publication. The first project will involve coordinating, writing, and producing the CW Report on the Top 100 DP Using Organizations. You will write interpretive editorial material from statistical data, and solicit relevant editorial material from outside experts or CW staff for the remainder as necessary. You will coordinate with the Design Editor. You will have the same general responsibilities outlined above in the production of two annual mail surveys, the Computerworld DP Budget Survey and the DP Salary Survey. To qualify you should have a working knowledge of the computer industry or information processing. Must have proven ability to oversee long-term research efforts and readership surveys, and have experience at writing feature-length interpretive articles based on primary research. To apply send resume and samples to: Rita Shoor, Computerworld, 375 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-0700, x322.

RESEARCH ASSISTANT

The CW Communications Research Departement has an opening for a Research Assistant. This person will be responsible for helping with the execution of research studies, including production and printing of questionnaires and reports, coding, inputting of questionnaires and reports, and assisting in general office duties such as filing, copying, and typing. To qualify you must be good with details and well organized. Ability to work with numbers a plus. To apply send a note, or call Kathy Dinneen at CWCI, 375 Cochituate Rd., Box 880, Framingham, MA 01701, (617) 879-0700, x313.

1978 DATSUN FOR SALE

1978 Datsun, B210, white, four door, AM/FM radio, some rust but in good condition. $1900 or best reasonable offer. Call Nancy Langmeyer, CWCI, 375 Cochituate Rd., Box 880, Framingham, MA 01701, (617) 879-0700, x559.

Christmas Carols

LET IT SNOW
SILENT NIGHT
RUDOLPH
JOY TO THE WORLD
O CHRISTMAS TREE
WHILE SHEPHERDS WATCH
WHAT CHILD IS THIS
WE THREE KINGS
THE HERALD ANGELS SING
O LITTLE TOWN OF BETHLEHEM
TWELVE DAYS
FIRST NOEL
AWAY IN A MANGER
DECK THE HALL
O HOLY NIGHT
JINGLE BELLS
WHITE CHRISTMAS
THERE'S NO PLACE LIKE HOME
I'LL BE HOME FOR CHRISTMAS
THE NIGHT BEFORE CHRISTMAS
LITTLE DRUMMER BOY
HOLLY JOLLY CHRISTMAS
SILVER BELLS
SANTA CLAUS IS COMING TO TOWN
WINTER WONDERLAND

S	A	M	T	S	I	R	H	C	E	R	O	F	E	B	T	H	G	I	N	E	H	T
M	A	S	A	D	E	S	T	E	F	I	D	E	L	I	S	E	A	U	P	S	A	N
E	Q	U	N	A	T	O	L	L	S	A	M	T	S	I	R	H	C	E	T	I	H	W
H	I	C	W	I	N	T	E	R	W	O	N	D	E	R	L	A	N	D	I	H	O	O
E	D'	O	S	E	V	O	C	H	R	I	S	T	M	A	S	T	R	E	E	W	L	T
L	A	Z	B	O	N	A	M	W	O	N	S	E	H	T	Y	T	S	O	R	F	L	O
H	O	N	I	T	D	L	R	O	W	E	H	T	O	T	Y	O	J	P	A	I	Y	T
T	N	A	S	H	A	N	G	U	P	Y	O	U	R	S	T	O	C	K	I	N	J	G
E	G	R	E	I	K	C	I	N	T	S	D	L	O	Y	L	L	O	J	U	R	O	N
B	I	S	A	M	T	S	I	R	H	C	R	O	F	E	M	O	H	E	B	L	L	I
F	T	H	E	H	E	R	A	L	D	A	N	G	E	L	S	S	I	N	G	V	L	M
O	K	A	R	S	Y	T	U	W	E	W	O	N	D	E	R	F	U	L	D	A	Y	O
N	O	R	E	L	O	Z	O	T	S	G	N	I	K	E	E	R	H	T	E	W	C	C
W	H	I	L	E	S	H	E	P	H	E	R	D	S	W	A	T	C	H	C	Q	H	S
O	O	W	J	I	N	K	G	F	I	S	Y	T	A	S	O	A	L	I	N	P	R	I
T	L	U	P	G	C	H	I	L	L	A	H	E	H	T	K	C	E	D	C	L	I	S
E	Y	B	A	H	O	E	S	L	L	E	B	E	L	G	N	I	J	T	B	Z	S	U
L	N	T	H	R	I	R	E	I	N	W	O	N	S	T	I	T	E	L	F	V	T	A
T	I	O	T	I	O	B	A	W	A	Y	I	N	A	M	A	N	G	E	R	R	M	L
T	G	A	E	D	R	Y	V	I	D	N	A	Y	L	L	O	H	T	O	J	U	A	C
I	H	T	W	E	L	V	E	D	A	Y	S	A	K	I	F	E	B	N	A	D	S	A
L	T	U	V	S	I	H	T	S	I	D	L	I	H	C	T	A	H	W	E	O	U	T
O	Q	L	T	A	Y	O	B	R	E	M	M	U	R	D	E	L	T	T	I	L	W	N
A	I	U	P	O	N	T	H	E	H	O	U	S	E	T	O	P	O	O	R	P	I	A
S	E	M	O	H	E	K	I	L	E	C	A	L	P	O	N	S	E	R	E	H	T	S

SLEIGH RIDE
HANG UP YOUR STOCKIN'
FROSTY THE SNOWMAN
JOLLY OLD ST. NICK

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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Season's Greetings

INTERNATIONAL DATA GROUP, IN … D ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■
COMPUTERWORLD ARGENTIN … CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC.
■ IDC ASIA/HONG KONG … PUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN
■ CW PUBLIKATIONEN … NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

UPDATE

BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA
ATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC
UNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES
N ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Inside
Organizational Chart

Volume 14, Number 47 December 10, 1984

PC World Norway Launched

CWCI's subsidiary in Norway recently launched PC World Norge, a PC World-type magazine for the Norwegian market.

The first edition of PC World Norge is currently on its way to 400 advance subscribers, with 10,000 on their way to the newsstands. It has been reported that companies currently installing PCs are already asking for "club subscriptions" for their employees.

According to PER BERREFJORD, Editor-in-Chief, "PC World Norge sports very high quality paper. The CWCI Norway office finds that the quarterly is in harmony with both its readers' needs and use, and with advertisers' support and budgets."

PC WORLD NORGE
Nr1 Årg.1-NOVEMBER/DESEMBER 1984, Kr.38,-
Kjøpeguide:
ALLE PC'er I NORGE
NYBEGYNNER-STOFF
PERSONLIG ØKONOMI PÅ PC
IBM PC-FAMILIEN
DATA FOR ALLE
Tema:
FLYGENDE DATAMASKINER
SLIK BRUKER DU VINDUS- PROGAMVAREN

The premiere issue contains such stories as "The Mac-man vs. P(a)C-man fight," featuring Assistant Editor DANIEL FARBER of MacWorld and Associate Editor KEN GREENBERG of PC World/U.S. Also in the first issue are three ad pages bought by IBM, with 19 ad pages altogether, "which we think is a nice showing in a premiere issue," commented Per.

Continued on Page 3

CW Australia's Greenbook 3

Computerworld Pty. Ltd. in Australia has recently released its third edition of Computerworld's Greenbook, a guide to the Australian software market. Since its launch in 1981, Computerworld's Greenbook has grown in size and reputation. It now features over 2,500 software

Continued on Page 3

Spotlight

inCider Sales Department

inCider's Sales Manager, PAUL BOULE, has been with CW/P since April 1983. As Sales Manager, Paul's main responsibility is to coordinate sales activities for both the west and east coasts. He is a graduate of Whittemore School of Business & Economics at UNH. Paul has recently been named salesman of the year for CW/P. Some of his hobbies include fishing, golf, and tennis.

Paul Boule

BARBARA ALVAREX, Sales Representative for inCider, came to CW/P in February of 1984 from Manhattan, where she and her husband lived for eight years. She was first assigned to Hot CoCo's advertising sales department and was transferred to inCider in June of 1984. Barbara is a graduate of East Carolina in North Carolina with a double major: a BFA in Design and a BS in Art Education. Barbara is married and her husband is a Director at a local TV station. They have recently purchased an old Victorian home which they have been renovating since July, leaving little time for hobbies. In spite of the shortage of time, Barbara says, "I am looking forward to a beautiful New England winter and the prospect of honing my non-existent skiing skills."

Barbara Alvarex

MICHELLE GILMORE is the Ad Coordinator for inCider. Michelle began working for CW/P in July of 1982 as a Secretary for Microcomputing Advertising. In April she was promoted to Ad Coordinator. Prior to coming to CW/P, Michelle worked for Air-Wing International in Fort Lauderdale, Florida. Michelle has lived in Boston, Milwaukee, Santa Fe, and Ft. Lauderdale. In her spare time Michelle enjoys skiing, softball, volleyball, and gardening.

Michelle Gilmore

The newest member on the inCider Sales Team is LISA DIRUSSO, the Secretary for the inCider Sales Team, who has been with the company since August of 1984. Prior to coming to CW/P, Lisa worked for the Peterborough Savings Bank as a Teller. Lisa's job consists of keeping the busy advertising department organized.

Lisa DiRusso

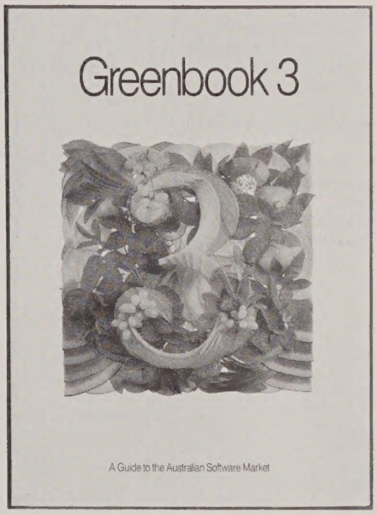
inCider

More News...

PC World Norway

On the systems side, PC World Norge features a buyers guide with "all PCs in Norway." It gives a presentation of the "IBM PC-family" presently alive and selling in Norway. Updating the buyers guides will be an important part of PC World Norge activities.

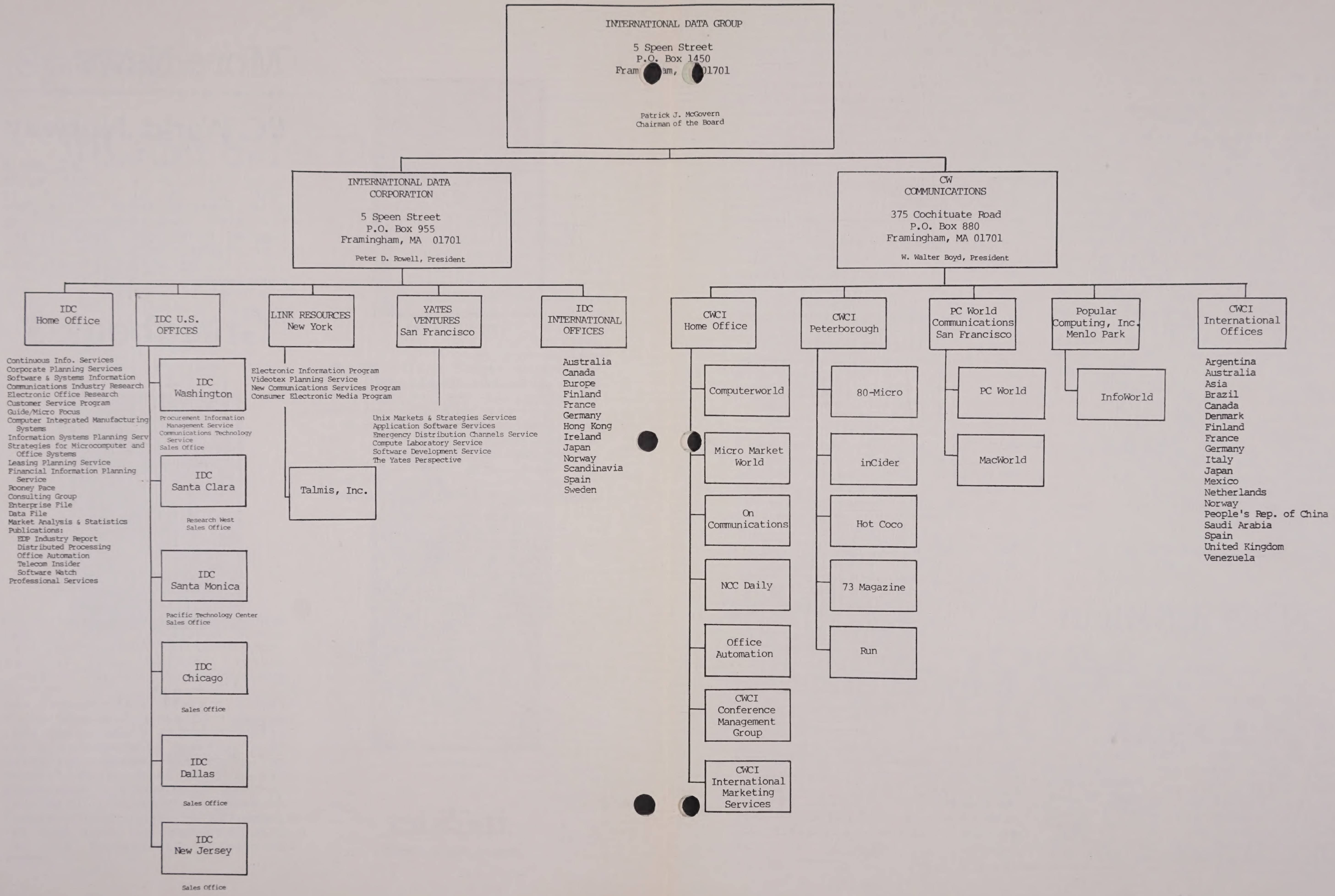
Greenbook 3



products available and supported within Australia, which are all accessible by application, industry, package name, or host system.

LESLEY POCOCK, Publisher of the Greenbook 3, provides the book's introduction. She comments, "The software products are classified into 75 categories under the general headings of Systems Software, Financial Management Software, Computer Graphics, Commercial and Professional Software, and Software for Industrial Applications."

Continued


INTERNATIONAL DATA GROUP
5 Speen Street
P.O. Box 1450
Fram[illegible]am, [illegible]01701
Patrick J. McGovern
Chairman of the Board
INTERNATIONAL DATA CORPORATION
5 Speen Street
P.O. Box 955
Framingham, MA 01701
Peter D. Rowell, President
CW COMMUNICATIONS
375 Cochituate Road
P.O. Box 880
Framingham, MA 01701
W. Walter Boyd, President
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Software & Systems Information
Communications Industry Research
Electronic Office Research
Customer Service Program
Guide/Micro Focus
Computer Integrated Manufacturing Systems
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Strategies for Microcomputer and Office Systems
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Financial Information Planning Service
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Consulting Group
Enterprise File
Data File
Market Analysis & Statistics
Publications:
EDP Industry Report
Distributed Processing
Office Automation
Telecom Insider
Software Watch
Professional Services
IDC U.S. OFFICES
IDC Washington
Procurement Information Management Service
Communications Technology Service
Sales Office
IDC Santa Clara
Research West
Sales Office
IDC Santa Monica
Pacific Technology Center
Sales Office
IDC Chicago
Sales Office
IDC Dallas
Sales Office
IDC New Jersey
Sales Office
LINK RESOURCES New York
Electronic Information Program
Videotex Planning Service
New Communications Services Program
Consumer Electronic Media Program
Talmis, Inc.
YATES VENTURES San Francisco
Unix Markets & Strategies Services
Application Software Services
Emergency Distribution Channels Service
Compute Laboratory Service
Software Development Service
The Yates Perspective
IDC INTERNATIONAL OFFICES
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Finland
France
Germany
Hong Kong
Ireland
Japan
Norway
Scandinavia
Spain
Sweden
CWCI Home Office
Computerworld
Micro Market World
On Communications
NCC Daily
Office Automation
CWCI Conference Management Group
CWCI International Marketing Services
CWCI Peterborough
80-Micro
inCider
Hot Coco
73 Magazine
Run
PC World Communications San Francisco
PC World
MacWorld
Popular Computing, Inc. Menlo Park
InfoWorld
CWCI International Offices
Argentina
Australia
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Brazil
Canada
Denmark
Finland
France
Germany
Italy
Japan
Mexico
Netherlands
Norway
People's Rep. of China
Saudi Arabia
Spain
United Kingdom
Venezuela

This third edition sports an attractive cover with a total of 587 pages. The Greenbook 3 will assist in the growth of the Australian software industry as a key industry for Australia's economic development in the coming decade. Not only does it promote the use of computer software that will carry Australian enterprises into the information age, but it also displays the skills and capacities of the Australian software developers and suppliers. The Greenbook 3 makes it easier for first-time users to see what software is available, to locate the specialists in their particular fields of interest, and to make rational and effective decisions about computer applications in their enterprises.

Computerworld Pty. Ltd. provides a valuable service to the Australian public and interested overseas organizations in producing this guide. Their offices are located at: 37-43 Alexander Street, Crows Nest, NSW 2065, Australia.

CN '85 A Sellout

CWCI's Conference Management Group is pleased to announce that COMMUNICATION NETWORKS 1985 has "sold out" all available exhibit space, and a waiting list now exists for prospective exhibitors. Over 200 companies have taken space at CN '85, and the floor plan of over 700 booths spaces will be filled with telecommunications' leading data, voice, and service vendors. CW/CMG is pressing on with aggressive direct mail and telemarketing promotions to break 1984's attendance record of 7,500 audited attendees! Congratulations to all those responsible for this terrific success!

People

Congratulations to LISA ISRAEL, Reporter for Computer News, published by CW Communications, Ltd. in London, who recently won the first U.K. Computer Press Award for News Journalist. The competition, sponsored by the Times and Hewlett-Packard, will now become an annual event. Lisa, who began employment as a Journalist with Computer News just 14 months ago, was judged a winner due to her consistent coverage of the plans by IBM and British Telecom to establilsh a value added network under IBM's management. Her sources on the story were so good that Computer News was able to print the details of the government veto of the plan two weeks before the announcement by the government and, of course, two weeks before Computer News' two weekly competitors. She also beat the national papers by ten days. Congratultions, Lisa, and keep up the good work!

New Employees

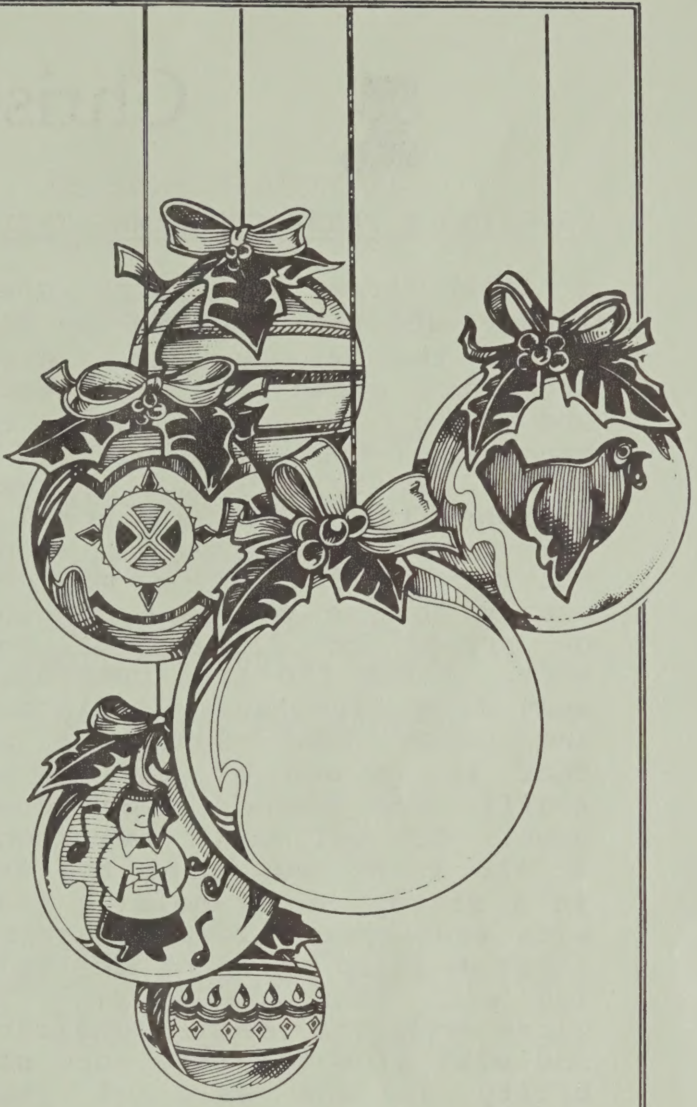
It is with great pleasure that InfoWorld announces the appointment of JAMES FAWCETTE as Editorial Director and Associate Publisher for the magazine. In this capacity Jim will be responsible for all editorial activities and policies for the

Continued

No paper carried the story. We can't understand why. It happened this way: The family had been looking forward to spending Christmas at the grandparents' house for a long time. The children had been counting the days until their holidays began. Christmas finally arrived. Presents were carefully packed into the car and off they went.

Christmas went by all too quickly, as happy days seem to do. On the way back the parents began talking about the wonderful day. They all agreed it was the best Christmas ever and one they would never forget.

They were right. There was no accident. Their happy day has a happy ending. They were among the millions of motorists who never make headlines. The moral of this story that no paper carried? It's just this - the results of common sense driving are evidenced by accidents that never happen: by stories that are never printed. Don't make headlines this Christmas.



Don't make headlines this Christmas.

Happy
Holidays

Christmas Safety

CHOOSING A FRESH CHRISTMAS TREE

A fresh tree will stay green longer and be less of a fire hazard than a dry tree. Fresh trees are green and the needles are hard to pull from the branches. The trunk butt of a fresh tree is sticky with resin and when the trunk is bounced on the ground, the needles should not shower off. It is not necessary to use chemical coatings or sprays to flame-proof your tree. Place the tree carefully, away from fireplaces, radiators, and other heat sources. See that it is out of the way of traffic and doesn't block doorways. Cut off about two inches of the trunk and mount the tree in a sturdy, water-holding stand with wide-spread legs. Fasten a large tree to walls or the ceiling with thin guy wires. The wires will be nearly invisible and will give the tree more stability in the wake of young children. Fill base holder with water and keep it full while the tree is indoors (as you would fresh flowers). Remember that heated rooms will dry out trees quickly and create a fire hazard.

USING LIGHTS

Indoors or outdoors, use only lights that have been tested for safety by Underwriters' Laboratories. This is easily identified by the "UL" on the package. Check each set of lights, old or new, for broken or cracked sockets, frayed or bare wires, and loose connections. Discard or repair damaged sets. Check labels of outdoor lights to see that lights are weatherproof; don't use indoor lights outside, and vice-versa. Fasten outdoor lights securely to trees, house walls, or other firm support to protect from wind damage. Use no more than three sets of lights per single extension cord, and turn off all lights when you go to bed or leave the house. Never use electric lights on a metallic tree. Although safe when used according to manufacturer's directions, metallic trees can become charged with electricity from faulty lights, and any person touching a branch could be electrocuted! To avoid this danger on metallic trees, use colored spotlights above or beside a tree, never fastened onto it. Keep "bubbling" lights away from children. Such lights are hazardous because their bright colors and bubbling movement can tempt curious children to break the glass, which can cut, and try to drink the liquid inside, which contains a hazardous chemical.

TRIMMING THE TREE

Use only non-combustible or flame-retardant materials. Wear gloves while decorating with spun glass "angel hair." It can irritate eyes or skin. A frequently used substitute is non-flammable cotton. Artificial snow sprays can irritate lungs if inhaled. To avoid injury, read container labels; follow directions carefully. Choose tinsel or artificial icicles of plastic or non-leaded metals. Leaded materials are hazardous if ingested by children and pets. In homes with small children, take special care to avoid decorations that are sharp or breakable, keep trimmings with small removable parts out of reach, and avoid trimmings that resemble candy or food.

company. Jim was previously Executive Editor for Personal Computing in San Jose, where he was the central figure in that magazine's success. He also helped launch Personal Software and Personal Computing Plus. Additionally, Jim has published numerous articles in INC, High Technology, and PC World. His technical, management, and publishing expertise are a valuable addition to InfoWorld's management team. Welcome aboard, Jim!

CWCI's Classified Advertising Department welcomes LISA WHITTEMORE to the team. Lisa is their new Customer Service Representative. In her position, Lisa will be taking copy over the phone and act as general backup for the rest of the department. Prior to coming to CWCI Lisa worked for Bayly, Martin, Fay as a Full Charge Bookkeeper. Lisa is now attending Massachusetts Bay Community College, where she has two classes to finish, and then receive her B.A in Accounting. When Lisa is not at work, she enjoys traveling, camping, and general outdoor activities. Welcome to the team, Lisa!

Anniversaries

One-Year Anniversaries

Cindy Bouche, CWC/P
Frances Campbell, CWC/P
Jill Chanin, IDC
Judith Danielson, IDC
Holly Douglas, PCW
Jean Kane, IDC
Frank Smith, CWC/P
William Snell, AVW
Glenn Suokko, CWC/P
Raino Wirein, CWC/P

Two-Year Anniversary

Daniel Farber, PCW

Three-Year Anniversary

Frank Smith, IDG

Five-Year Anniversary

Debra Wetherbee, CWC/P

Six-Year Anniversaries

Dennis Brisson, CWC/P
Richard Phenix, CWC/P

Seven-Year Anniversary

Dominique Smith, CWC/P

Frank Collins Celebrates 10th Anniversary

TENTH ANNIVERSARY

Pictured are Chairman PAT MCGOVERN and FRANK COLLINS of CWCI, on their way to the Ritz Carlton in Boston to celebrate Frank's tenth year with CWCI.

FRANK COLLINS of CW Communications/Inc. recently celebrated his Ten-Year Anniversary with CWCI. Frank started with the company in 1974 as a Photography Assistant in the Editorial Department. He was later promoted to Staff Writer for Editorial in 1979, and Editorial Editor for Office Automation in 1981. Congratulations to you, Frank, for your fine efforts and accomplishments during your career with CWCI!

Etcetera

IDC invites you to participate in their "Create a Slogan Contest." IDC is promoting the ONLINE DATA FILE, and they would appreciate your ideas. The slogan should be brief enough to fit on a button or sticker. Please submit your ideas to Laurie Levin at IDC. The winner will receive $25 and a free demonstration of the ONLINE system. The lucky person will be announced at the IDC in-house Christmas party. This is a great opportunity to cash in on your creativity!

IDG UPDATE
EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

SALES SECRETARY

CWCI is seeking a sales secretary to work in their new advertising sales offices located in Natick. Applicant must have excellent typing skills, be able to use dictaphone, and possess a good telephone manner. Word processing experience also required. Applicant should be able to adapt to changing work situations and function effectively in a fast-paced environment. Responsibilities include typing, word processing, filing, maintaining sales promotion tools and supplies, producing promotional mailings, maintaining mailing lists, organizing travel arrangements and reservations, and customer follow-up and special projects as needed. Applicant must be able to work under pressure of advertising deadlines. To apply contact Alice Longley at CW (617) 879-0700, x265.

EDITORIAL ASSISTANT

Micro Marketworld has an opening in the CWCI Framingham office for an Editorial Assistant, to begin after January 1st. This person will oversee the day-to-day clerical operations of MMW. A major part of the position will be developing and maintaining a non-electronic library of published articles. You will be responsible for developing the filing system, keeping it current, and aiding staff members in finding the articles they need. Other duties include answering phones, correspondence and typing, making travel arrangements, keeping track of periodicals, clipping daily newspapers, and keeping the office in order. The candidate should have good clerical skills, the ability to work independently, and possess a creative approach to solving problems. You must be detailed oriented, with a minimum of one-year of secretarial experience. To apply, send resume and cover letter with salary requirements to Kathy Gurley, Executive Editor, Micro Marketworld, 375 Cochituate Road, Framingham, MA 01701. (617) 879-0700, x590.

WASHER AND DRYER FOR SALE

Sears Kenmore 800 heavy duty electric washer and dryer. Clean, and in excellent working condition. About 10 years old. Asking $350, or best offer. Call Sandi Plunkett at CWCI Framingham, (617) 879-0700, or evenings at (617) 877-8106.

MOTORCYCLE FOR SALE

1982 Suzuki Motorcycle GN 125, purchased in June 1984. Mint condition, Burgundy color. Purchased new for $1015, and now has 130 miles. Selling price: $850 or best offer. If interested please contact Janet McGinnis at PC World, (415) 861-3861, x237; or at home at (415) 550-1689.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 46 December 3, 1984

CW Australia Attends ACC '84

Computerworld Australia turned out in force for ACC '84, Australia's equivalent to the National Computer Conference in the United States. This five-day exhibition and conference was held during some of the worst storms Sydney has had in decades; ten inches of rain fell on the city in one 24-hour period. The four exhibition halls were flooded out at various times, cutting power and phones and damaging valuable equipment.

The display stand to promote CW Australia's various products was designed by Exhibition Manager KEN BEEVER, with a horse racing theme, as the opening day of ACC '84 coincided with the Melbourne Cup, Australia's premiere event. The stand featured its own racehorse, which proved to be totally un-house-trained but was very popular with visitors of the show. It was staffed by advertising, circulation, and administrative staff under the direction of Advertising Manager MIKE WILLIAMS and Circulation Manager SHIRLEY INGRAM.

Continued on Page 3

DAVID NOBLE, News Editor for Computerworld Australia, is shown up to his knees in flood water at Australia's ACC '84.

IDC At Comdex Europe

Once again, Amsterdam was the site for the European trade event of the year, COMDEX EUROPE. At the show, IDC's European offices received an excellent 25% increase in sales lead inquiries over 1983 levels.

Continued on Page 4

Spotlight

IDC's MAST Department

KEN MCPHERSON is the Director of MAST, and is currently involved in three major areas: first, working with IDC Framingham and Enterprise File researchers in preparation for next year's vendor surveys; second, he is working on tabulating the 1984 IBM Migration study and mailing the Supermini Migration and User Spending surveys; and third, he is continuing an ongoing project on the IDC Market Analysis System, which will tie together IDC's large data bases in an integrated forecasting system. Ken has been with IDC for five years. Ken's prior work experiences include being an expert witness in sex discrimination cases with private practice; specialist in venture capital-based economic development programs with a Cambridge consulting firm; Professer of Economics at SE Mass. University; and Senior Economist with EPA. Ken received a BA in Economics at Michigan State, and an ABD in Economics from Duke University. When Ken is away from the office he enjoys sailing and skiing.

Ken McPherson Joan Sanderson Judy Danielson

LLOYD COHEN is the Manager for Market Analysis, and the Census Editor of the Grey Sheet. Lloyd's day-to-day responsibilities include quantitative analysis on the processor marketplace, and maintaining financial data bases and processor financial data bases. Lloyd has been with IDC for five years, holding his present title, and previously the title of Manager/Industry Analysis. Prior to his employment with IDC, Lloyd worked as a consultant at Harbridge House, a management consulting firm. Lloyd received a BBA in Marketing and a BS in Psychology at the University of Massachusetts, Amherst, and later received his MBA from Babson College. In his spare time Lloyd enjoys tennis and swimming.

LIH LIH CHANG is the Manager for Forecasting Systems. Lih Lih is currently involved in the development of a computerized market analysis and forecasting system using IDC Data File and Enterprise File information. Lih Lih has been at IDC for over five years, and possesses a Masters Degree in Statistics from the University of Iowa. She enjoys the people and the work at IDC.

JUDY DANIELSON is the Supervisor of Survey Operations. In her job Judy supervises data collection and tabulation, and is responsible for maintaining some census data files and report generation programs. She will also be responsible for final delivery of data to researchers for SRBs in 1985 using vendor surveys and MAST market analysis programs. Judy has been with IDC for over three years, and has worked in the Consulting Group and ASG. Judy has her Bachelors Degree from Harvard Extension.

Sandy Schleinz Lloyd Cohen Lih Lih Chang

JOAN SANDERSON is the Administrative Assistant in the department. Joan's responsibilities include tracking new products for 1984-1985, maintaining MAST's vendor list and hotline, and basically keeping MAST running smoothly. Prior to working for IDC, Joan was employed at Prime Computer. Joan attended Merrimack College, and she is now attending Northeastern University in the evenings, majoring in Marketing. Joan is engaged to be married to Gary Gonthier, and a May 26, 1985 wedding is set.

SANDY SCHLEINZ is the Lead Interviewer. Sandy performs a variety of phone research and various administrative tasks, including coordinating phone interviewers in large telephone research efforts. Sandy has been with IDC for four years, and attended Georgia State University.

More News...

CW Australia Attends ACC '84

From Page 1

CW Australia also produced four editions of a daily tabloid, ACC '84 Daily, for attendees of the show, under the direction of Production Editor MIKE HARRISON. Mike's week was capped with the loss of his car under six feet of muddy water in a flooded basement parking garage.

Approximately 250 industry guests then attended CW Australia's annual cocktail party at one of Sydney's top night clubs, hosted by Managing Director ALAN POWER. Congratulations to CW Australia in pulling together a successful ACC '84.

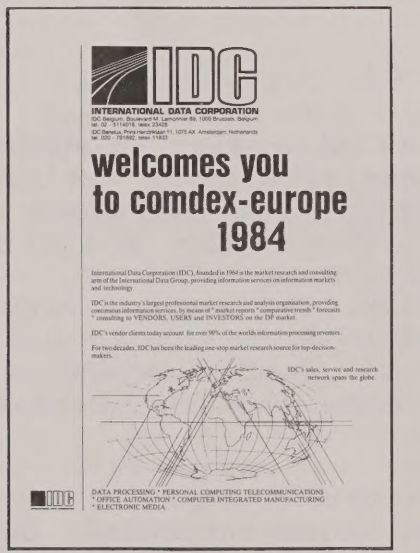
Computerworld
ACC'84 Daily
NOVEMBER 9, 1984

IDC At Comdex Europe

From Page 1

In order to demonstrate IDC's strengths in Europe, a special corporate product brochure was distributed to visitors and other exhibitors. IDC's message was further reinforced by attractive display panels that were commissioned specially for the booth.

IDC's successful participation was due to the combined efforts of CW Benelux and IDC Benelux, with PAUL HOMER, Manager of European Marketing Support, as coordinator.



IDC
INTERNATIONAL DATA CORPORATION
IDC Belgium, Boulevard M. Lemonnier 89, 1000 Brussels, Belgium
tel. 02 - 5114016, telex 23428
IDC Benelux, Prins Hendriklaan 11, 1075 AX Amsterdam, Netherlands
tel. 020 - 791692, telex 11833

welcomes you to comdex-europe 1984

International Data Corporation (IDC), founded in 1964 is the market research and consulting arm of the International Data Group, providing information services on information markets and technology.

IDC is the industry's largest professional market research and analysis organisation, providing continuous information services, by means of * market reports * comparative trends * forecasts * consulting to VENDORS, USERS and INVESTORS on the DP market.

IDC's vendor clients today account for over 90% of the worlds information processing revenues.

For two decades, IDC has been the leading one-stop market research source for top-decision-makers.

IDC's sales, service and research network spans the globe.

DATA PROCESSING * PERSONAL COMPUTING TELECOMMUNICATIONS * OFFICE AUTOMATION * COMPUTER INTEGRATED MANUFACTURING * ELECTRONIC MEDIA

The booth was staffed by PAUL HOMER, PETER JANSEN, HUBERT VAN ONNA, MONIQUE REEMS, and SANDRA WESSELMAN. Several important client meetings also took place, and included FRED ANDERSON from IDC Framingham.

At the conference, which ran in parallel with the exhibition, IDC was represented by ELIZABETH THOMAS who presented a paper on the European micro market.

IDC
INTERNATIONAL DATA CORPORATION
CW COMMUNICATIONS BV
Nieuws
Computerworld

A similar crew, but this time in conjunction with MARTIN LANE from LINK, will be back again shortly for VIDEOTEX EUROPE, which will also be held in Amsterdam.

People

WAYNE GREEN

Peterborough publisher WAYNE GREEN offers his congratulations to New Hampshire Governor John Sununu during a victory celebration in Concord. Both men discussed a munber of issues including strengthening the state's economic growth and business outlook.

GEORGE DESALVO, Director of the Communications Technology Service (CTS) for the IDC Washington Division, spoke on November 27, 1984 at a seminar held at The George Washington University entitled "Local Area Networking Forum". This session was sponsored jointly by the General Services Administration's (GSA) Office of Information Resources Management and The George Washington University's Department of Electrical Engineering and Computer Science.

This forum was designed for Federal Government line managers and professionals with a general knowledge of office automation to increase their awareness of Local Area Networking (LAN) and its implications. In addition, the LAN Forum helped the attendees to understand the potential of low-cost, high-performance Local Area Networks and how they operate.

George's discourse focused on the impact of divestiture -- what the changes in the telecommunications marketplace will mean to networking. In addition, he covered past, present, and future technological trends and their implications on the communications environment.

On November 15th, IDC members SUSAN SLATER, LIH-LIH CHANG, KATE WHITTEMORE, NANCY SCULL, TRISH JAFFARIAN, and CWCI members MARGARET PHELAN, JANE DESBERG, MAUREEN BURKE, LEE VIDMER, and MARION KIBBEE attended the 1984 YWCA Leader Luncheon. The concept of the Leader Luncheon is to assist women in achieving their goals and reaching their greatest potential. The annual luncheon was held to honor the women of achievement in the Middlesex area in business and industry, and to choose one woman who best personifies the criteria established by the YWCA. An Outstanding Woman of Achievement Award was also presented. The YWCA believes that all women must actively support each other if they are to continue to achieve their goals in the working world and in their communities. This year's Woman of the Year was Susan E. Simpson, who has recently opened her own management consulting firm, assisting primarily in subsidized housing.

Congratulations to SUSAN DAMIANO PERRY, Corporate Personnel Manager, who was married to Randy Perry on November 11. They were married at the Governor Dummer Academy Chapel in Newburyport, and spent their honeymoon in Edgartown on Martha's Vineyard Island. Susan and Randy now reside on the North Shore. Best wishes for a happy life together!

Promotions

ELIZABETH KEHN of CW/Peterborough has been promoted to Circulation Distribution Manager. In this position Liz will be responsible for the timely and efficient delivery of magazines to subscribers and newsstands across the country. In addition, she will also manage the data entry function for direct sales on the MSI system. Liz attended Kent State, and now lives with her husband, Frank, and daughter, Abby, in Hancock, New Hampshire. She enjoys skiing and collecting antiques.

Anniversaries

One-Year Anniversary

Hans Gerritse, CWCI
Ellen MacGillavry, CWCI
Katherine Whittemore, IDC

Two-Year Anniversaries

Steve Josselyn, IDC
Adrian Mello, PCW
Patricia Navone, PCW

Three-Year Anniversary

Charles Greco, IDC

Four-Year Anniversary

Robert Chiler, IDC

Five-Year Anniversaries

Nancy Fleming, CWCI
Judith LaBarre-Duncan, CWCI

Six-Year Anniversary

Jon Michael Lowe, PCI

Eight-Year Anniversaries

Peggy Fischer, LR
Diane Gamble, LR

Fifteen-Year Anniversary

William Ford, IDC

Etcetera

The Washington Division of IDC produces the Procurement Information Management Service (PIMS) which maintains complete information on most aspects of the federal market, including market size, characteristics, unique requirements (e.g., TEMPEST, security), and policies. They have a close working relationship with almost every Federal agency and major supplier, and can usually ferret out some interesting information. They invite anyone who is about to write an article on the Federal Government to call for added perspective and advice. In addition, they check their IDG electronic mailbox every day and would be glad to quickly review any draft articles sent to them. Please contact Bob Dornan, Director, PIMS, (703) 893-0833, or send electronic mail to IDC.WASHINGTON.

Fitness Focus

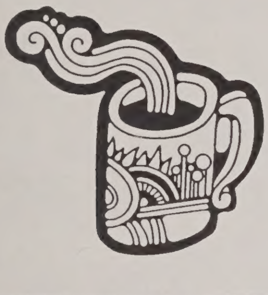
Love Those Colas & Coffee?

There is nothing better than a good hot cup of strong coffee on a cold morning, right? Or an ice cold glass of cola after exercising?

Either beverage gives you a good solid dose of caffeine, which stimulates the central nervous system and momentarily takes away fatigue, giving everyone a fresh grasp on the day.

Unfortunately, too much caffeine can spell trouble. More than three cups a day, and it's likely your nerves will be on edge, showing through in irritability and bad temper. The vitalizing effect of caffeine only lasts a short time too, and most people will actually feel more tired when its effect wears off. Plus, if you are turning to caffeine to take away a constant feeling of tiredness, you could really be masking a more serious problem. Organically, it could point to a problem connected with anything from diabetes to hepatitis or anemia. Possibly, you could also have a metabolic disturbance.

So, whether you're a coffee or cola "addict," try to watch your intake over the next few days. Without so many temporary ups and downs, you just might feel better overall.



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Classified

CTS RESEARCH STAFF CONSULTANT

IDC Washington Division is seeking a telephone communications specialist with current hands-on operational experience in telephone plant equipment, private exchanges, switching systems, and network control. Familiarity with technological developments in voice-data integration, fiber optics, satellite services, and high speed digital techniques are a plus. This position calls for an individual with an energetic approach, superior written and oral capabilities, and the discipline to meet deadlines. Duties include responsibility for conducting user-oriented research, preparing research reports, and responding to telephone inquiries. Contact George DeSalvo at (703) 893-0833. Written responses should be sent to IDC Washington Division, Suite 240, 1500 Planning Research Drive, McLean, VA 22102.

SALES SECRETARY

CWCI is seeking a sales secretary to work in their new advertising sales offices located in Natick. Applicant must have excellent typing skills, be able to use dictaphone, and possess a good telephone manner. Word processing experience also required. Applicant should be able to adapt to changing work situations and function effectively in a fast-paced environment. Responsibilities include typing, word processing, filing, maintaining sales promotion tools and supplies, producing promotional mailings, maintaining mailing lists, organizing travel arrangements and reservations, and customer follow-up and special projects as needed. Applicant must be able to work under pressure of advertising deadlines. To apply contact Alice Longley at CW (617) 879-0700, x265.

SNOW TIRES FOR SALE

Pair of Espirit 70 snow tires, 13" 70's, used only one winter, low mileage. Were $140 new. Asking $80. Call Bill Howard of CW Communications/-Peterborough, (603) 924-9471.

PARTS CAR FOR SALE

1974 Datsun B210 Hatchback, one owner, only 38K miles. Motor in great condition, body has rust and needs work to steering. Can be driven. Asking $200. Call Sandi Plunkett, CWCI Framingham, (617) 879-0700, or evenings at (617) 877-8106.

WASHER AND DRYER FOR SALE

Sears Kenmore 800 heavy duty electric washer and dryer. Clean, and in excellent working condition. About 10 years old. Asking $350, or best offer. Call Sandi Plunkett at CWCI Framingham, (617) 879-0700, or evenings at (617) 877-8106.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

____ won an award?

____ been appointed or promoted to a new position?

____ made a speech?

____ participated in community activities?

____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

NAME: ____________

DEPARTMENT: ____________

COMPANY: ____________

PHONE/EXT: ____________

ENGAGEMENTS/MARRIAGES:

Name ____________
Dept./Title ____________
Spouse's Name ____________
Date ____________
Place of Marriage ____________
Honeymoon? ____________

BIRTHS:

Name ____________
Dept./Title ____________
Spouse's Name ____________
Baby's Name ____________
Date of Birth ____________
Weight, Length of Baby ____________

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IDG UPDATE

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Volume 14, Number 45 November 26, 1984

CWCI Names International V-Ps

The President of CW Communications/Inc. in Framingham, W. WALTER BOYD, has announced the appointment of four International Vice Presidents of the CWCI family.

According to Walter, "Our new Vice Presidents will be in charge of all operations for their respective areas. They will be responsible for developing new business opportunities in our existing markets, as well as the development of publications in new markets in each of their territories."

CW COMMUNICATIONS/INC.

ERIC HIPPEAU has been appointed Vice President/Central and South America. He will be in charge of all operations in this region, including publications in Argentina, Brazil, Mexico, and Venezuela. Eric has been the manager of Brazilian operations for CWCI since 1975.

AXEL LEBLOIS is the new Vice President/Southern Europe. He will be in charge of all operations and publications in this area, including those in France, Italy, Spain, and the United Kingdom. Axel has been the manager of CWCI's French operations since 1983.

ALAN POWER is the new Vice President/Pacific Region. He will be in charge of all operations in this area, including publications in Australia, Japan, Singapore, and Hong Kong. Alan has been the manager of CWCI's Australian operations since 1978.

ECKHARD UTPADEL is the new Vice President/Northern Europe. He will be in charge of all operations in this region, which includes Denmark, Germany, The Netherlands, Norway, and Sweden. Eckhard has been the manager of German operations for CWCI since 1979.

Spotlight

PCW Single Copy Sales

The Single Copy Sales Department at PC World Communications is responsible for the planning and implementation of sales and distribution of all copies not sold to subscribers. This includes computer retailers and specialty outlets, bookstores, and general newsstand distribution in the U.S. and overseas. Single Copy Sales strives to keep their leadership status by aggressively promoting PC World and MacWorld to dealers and distributors through various mailings, special displays, telemarketing, and direct sales contacts through the national distributor, wholesaler, and retail network. Coordinating transportation of all copies is a separate responsibility handled by Single Copy Sales.

Left to Right: MaryRuth Kristoff, Elaine McMahon, Susan Pincus, George Clark, Bill Cox.

In addition to being its own revenue source, Single Copy Sales helps build subscription circulation through bind-in response, and provides market research through frequent dealer surveys. The department's latest project involves working with Apple Computers in its "Test Drive a Macintosh" program this Christmas.

Single Copy Sales Director GEORGE CLARK joined PC World Communications in January of 1984 after serving as newsstand consultant for PC World during its launch in 1983. At that time, George was VP/General Manager of George Carlton Associates, a consulting group in the single-copy sales area. During his five years there George was involved in the start-up of over 25 publications, including one of PC World's top competitors, Personal Computing. George got his start in circulation as Rolling Stone's Western Regional Manager after three years with Walt Disney in Burbank. George attended Deerfield Academy and Cornell University and is an avid sailor, skier, theater goer, and sometime thespian. He is currently spending his spare time renovating his 1906 cabin in the hills above San Francisco.

BILL COX, Manager, participated in the creation of the Single Copy Sales Department of PC World Communications. As Manager, his responsibilities include

Continued

promoting and selling PC World to wholesalers both nationally and internationally, managing bookstore chain accounts, and coordinating all shipping and traffic aspects of Single Copy Sales. Bill is currently fine tuning the national distribution of PC World and MacWorld by formulating distribution analyses for key wholesale agencies for the purpose of soliciting more viable newsstand accounts. Bill has a B.A. in History and an M.A. in Counseling Psychology from the University of Vermont. He spends his free time in familial pursuits and the study and practice of Tibetan Buddhist meditation.

MARY RUTH KRISTOFF joined the staff at PC World in February 1984. As Dealer Sales Manager, Mary coordinates all phases of sales activities with dealers across the country with the fine support of the telemarketing staff. Her previous experience includes working in promotions for a liquor product company, inside sales for a heavy industrialized manufacturing company, and office manager in a plasma procurement corporation. As a part-time student majoring in business, an avid swing dancer, and a parent to her three lovely daughters, Mary keeps busy around the clock.

ELAINE MCMAHON, Dealer Sales Representative, has been with PC World since February of this year. Much of her time is spent on the phone with potential dealers and in assisting current dealers with their accounts. Her different projects include customer surveys of the market, and assisting the department in sales strategies. Before coming to PC World, Elaine worked for four years as manager of a unique service-oriented agency which offered clients everything from baby-sitters to exotic dancers. Elaine lives in Mill Valley and enjoys reading, hiking, and going to the beach.

JO MUILENBURG joined PC World's Dealer Sales Department in January of this year, just as PC World was launching its successful Macworld. As an Account Manager, Jo contacts potential new dealers, updates account information, researches the dealer market, and provides customer service in all areas of dealer sales. In addition to her work at PC World, Jo has also held a position for the last six years as Associate in Language Skills in the English Department of a local college. In her free time Jo enjoys playing piano and guitar, writing, and hiking with her hound in the hills of Mt. Tamalpais.

A newcomer to PC World, SUSAN PINCUS joined the company as recently as September of 1984 in the capacity of Secretary to the Dealer Sales and Single Copy Sales Departments. Susie provides administrative support to the departments in the form of data and word processing, typing, customer service, backing up the sales representatives, and handling a myriad of daily office tasks. Previous to PC World, she functioned as administrative assistant for seven years in several San Francisco businesses, notably in the audio/visual and corporate communications fields. Susie spends her free time folk dancing and jitterbugging, reading, and partaking of the many exciting musical and cultural events San Francisco has to offer.

More News...

CWCI's Advertising & Circulation Forecasts

W. WALTER BOYD, President of CWCI, recently released the following figures on advertising and circulation worldwide:

In 1985 CWCI will carry 47,434 pages of advertising and 41,806 editorial pages for a total printed page count of 89,240 worldwide.

At the end of 1985 they expect to add 1,010,829 paid subscribers to our publications around the world.

During 1985 we expect to sell 2,407,107 copies in computer stores and retail outlets throughout the world.

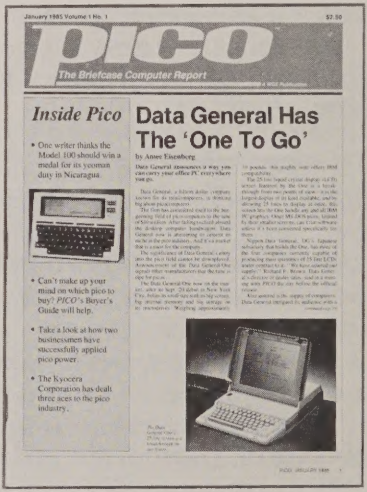
And finally, they anticipate selling 3,831,572 copies on the newsstands.

Premiere Pico Off the Press

Wayne Green Enterprises is proud to have released its premiere issue of PICO, The Briefcase Computer Report, with a January, 1985 cover date.

Publisher WAYNE GREEN states, "The main value of PICO will be to help you get more value from your pico [computer]. If you don't have a pico yet, or are looking for a new one, we'll help you know what is available so you can find the pico best suited to your needs."

The 46-page issue of Volume 1 includes topics such as "The Model 100 Proved Itself in the Jungles of Nicaragua", "Hardware Review", "Software Review", "Browse through PICO's Buyers' Guide", and more.



January 1985 Volume 1 No. 1 $2.50

pico

The Briefcase Computer Report

Inside Pico

- One writer thinks the Model 100 should win a medal for its yeoman duty in Nicaragua.
- Can't make up your mind on which pico to buy? *PICO*'s Buyer's Guide will help.
- Take a look at how two businessmen have successfully applied pico power.
- The Kyocera Corporation has dealt three aces to the pico industry.

Data General Has The 'One To Go'

by Amee Eisenberg

Data General announces a way you can carry your office PC everywhere you go.

People

Congratulations to TIM CAFFREY of IDC/Framingham, who recently gave two 40-minute presentations at IDC Scandinavia's first CIO (Chief Information Officer) Symposium. designed for user and vendor clients and prospects. Tim spoke in Copenhagen on November 6th on "IBM's Strategy" and "PC Use in Large Organizations." Congratulations, Tim, on this commendable accomplishment!

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

November 1984

TOPIC: INTRODUCTION TO PERSONAL COMPUTERS

DATES: January 7-8, 1985. Los Angeles, CA (hotel to be announced).

COST: $495 per person if payment is received prior to seminar, $595 if invoiced after seminar.

Control Data Institute for Advanced Technology presents this two-day seminar for executives, office managers and secretaries who need to know how to use a microcomputer. Each attendee will learn to operate an IBM compatible PC to simplify typical office tasks. Short lecture sessions on the topics are immediately followed by structured lab exercises that illustrate and reinforce key points. The program includes: Getting acquainted with a microcomputer, Word Processing, Electronic spreadsheets, Database management systems and more. Each participant is given practical hands-on training.

TOPIC: STRESS MANAGEMENT

DATES: January 24-25, 1985. San Francisco, CA (hotel to be announced).

COST: $585 per person if payment is received prior to seminar; $685 if invoiced after seminar.

This seminar presents recent stress findings and medical research that weigh on our personal happiness and productivity. Presented by Control Data Institute, this course reviews the positive and negative aspects of stress in the business world, and its impact on you. You will examine your optimal stress level, your vulnerability to stress-related illness, your hidden stressors, your innate stress coping reserve and specific strategies for coping with specific stressors. The outline includes: The stress connection; the relationship between physical and mental breakdown, Optimal stress, Is it all in my head?, Social and interpersonal stress, Lifestyles, and Organizational stress.

TOPIC: MICRO & PERSONAL COMPUTERS; TECHNOLOGY & APPLICATIONS

DATES: January 21-23, 1985. Holiday Inn-Union Square, San Francisco, CA.

COST: $765 per person if payment received prior to seminar, $865 if invoiced after seminar.

A seminar by Control Data Institute, this course will focus on the current technology and incorporation of personal and microcomputers into the design of mini and mainframe DP applications. This seminar is designed for information systems managers, analysts, design engineers, and technical staff whose responsibilities include the planning, acquisition, development and support of personal computers. The program includes; Definition of terms and fundamentals, Operating systems/software for microcomputers, Software design tools and aids for microcomputers, Micros in the DP environment, Networking, and much more.

TOPIC: BASIC PUBLIC RELATIONS SKILLS

DATES: January 28-30, 1985. Miyako Hotel, San Francisco, CA.

COST: $660 for AMA members, $755 for non-AMA Members. Company teams of 3 or more at a discounted rate.

The American Management Association presents this three-day seminar for those new to public relations with less than three years in a PR job. This intensive course will cover how to identify and meet your organizations needs, the components of organizational "image", how to deal with the media, how to produce effective press releases, how to stage press conferences, training for media interviews, and more. This course is a must for those individuals seeking to fully prepare themselves for the managerial demands of the 1980s.

TOPIC: FUNDAMENTALS OF DATA PROCESSING FOR ADMINISTRATIVE ASSISTANTS & SECRETARIES

DATES: February 4-5, 1985. Sheraton Palace, San Francisco, CA. Also February 7-8, 1985, Holiday Inn Conference Center, Los Angeles, CA.

COST: $495 per person. Includes work material and refreshments.

The New York University School of Continuing Education presents this seminar for individuals seeking to make the transition to supervisory and administrative responsibilities as well as for those playing the dual role of secretary-administrative assistant. This practical seminar defines the framework for understanding the principles of word processing and data processing systems. Topics include: Introduction to information processing, Computer hardware, Software, Data processing modes and the advantages of each, Understanding your role in the integrated office, and future trends in computing.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Perry, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

IDG
Update

Date:___________

Dept:___________

WHAT'S NEW THIS WEEK IN YOUR DEPARTMENT IN THE AREA OF:

CORPORATE NEWS/BUSINESS DEVELOPMENTS (e.g., new projects started, new services, new publications, sales records, major new contracts, people travelling, etc.)

PERSONNEL PROMOTION/TRANSFER (new job titles, transfers between companies or departments, new promotions, employee awards, etc.)

NEW EMPLOYEES (report name, title, job responsibility, and background of new employees who have joined your company/division)

SOCIAL EVENTS/SPORTS (report here any intra-company or inter-company sporting events, on-site social activities, and related events)

PEOPLE (report here newsworthy events in the lives of employees, such as engagements, marriages, new births, civic recognitions, etc.)

CLASSIFIED (list any classified ads that employees might want to have published in the IDG Update "Classified" section)

Please submit to: Carol Famosi, Editor, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Telephone: (617) 875-5000, x440. Telex: 951166. Electronic Mail: IDG.C/Famosi. Thank you!

Promotions

Congratulations to IAN ROBINSON who has been appointed Editor of Australian PC World, a bimonthly publication produced by Computerworld Australia. Ian was formerly Associate Editor of PC World, and has been with CW since April of this year. He previously ran his own software development business in Perth. This promotion was Ian's second big event in a month, following his recent marriage in September.

New Employees

Wayne Green Enterprises is pleased to announce four new members of its staff:

DEBORA MOODY is the new Administrative Assistant for WGE's General Manager. Previously Debora was an Office Manager for the Institute for Management Science and Engineering, and spent six years as a Research Analyst for the U.S. Drug Enforcement Administration in Washington, D.C. She attended Washington State University and American University in Washington, D.C., receiving a degree in Criminal Justice. In her spare time Debora enjoys racquetball, sewing, and reading, and she is a member of a local quilting club.

DAVE LEIFER is the new Photographer for WGE. Dave has had a varied career in photography, having been an educational video producer, product photographer, and owner of his own studio. Dave's photography has been displayed at several galleries including The Locker Gallery and The 1-1/2 Gallery in Rochester, New York. Dave received a BS Degree in Photography from Rochester Institute of Technology, Rochester, New York. Away from his job, Dave enjoys most water sports, amateur radio, tropical fish, playing the cello, and cooking with tropical fruits.

DAN MUSE of Winchendon, Massachusetts, has recently been hired to start production of WGE's new magazine for telecommunications, Tele. Prior to working with WGE, Dan was Managing Editor of Microcomputing magazine. He is a graduate of North Adams State College where he received a Bachelors Degree in English. He enjoys all sports, and plays softball and racquetball.

DAVE BEEBE is the newly appointed Franchise Director for WGE, overseeing their Software International Centre, a national chain of more than 60 software retail stores. Dave is a graduate of Dennison University in Grandville, Ohio where he received his degree in Sociology. After graduation he spent time as an officer in the Air Force. Prior to coming to WGE, Dave was in sales and management with Midas International, Questor Corporation, and Quick Print, where he was also a Franchise Director. His hobbies include music, automobiles, and raising white Samoyed huskies.

Good luck to Debora, Dave, Dave, and Dan in their new jobs with Wayne Green Enterprises.

PC World Communications, Inc. is pleased to announce the appointment of JAMES MARTIN, Associate Publisher, Director of Marketing and Advertising Sales. Jim brings a wealth of experience with him to PC World. He was most recently Advertising Sales Director for Digital Review. His record also includes positions such as Account Executive with Playboy, Associate Ad Director with Tennis magazine, and five years of agency experience in the media departments of J. Walter Thompson and Cunningham & Walsh. Originally from South Carolina, Jim and his wife Raymonde will make their home in Moraga, California. Welcome aboard, Jim!

It is with great pleasure that CW Communications/Inc. welcomes LORI FIRENZI as the new Marketing Assistant for International Marketing Services. Lori brings to CWCI three years of publishing experience acquired with Bartex Publishing. She will now be responsible for all mailings and handling the information flow at IMS. Congratulations on your new position, Lori!

IDG extends a warm welcome to RASHA MORTADA, the new company Receptionist. In addition to her switchboard duties, Rasha assists the Credit, Accounting, and Personnel departments of IDG in various projects. A native of Lebanon, Rasha is fluent in both Arabic and French, and has lived in the United States for five years. She is a 1984 graduate of Hudson High School and was recently married. In her spare time she enjoys skiing, swimming, tennis and gourmet cooking. Happy to have you aboard, Rasha.

Anniversaries

One-Year Anniversaries

James Connolly, CWCI
James Felici, PCW
Michael Oley, AVW
Joan Sanderson, IDC
Suzanne Young, IFW
Adam Zais, IDC

Two-Year Anniversaries

Ralph Ames, PCW
Jane Boyer, PCW
Rodney Brooks, PCW
Eric Brown, PCW
Merideth Browning, PCW
David Bunnell, PCW
Nan Cassady, PCW
Sarah Cox, PCW
William Cox, PCW
Mark Doss, PCW
Andrew Fluegelman, PCW
Cynthia Hamburger, PCW
Ellyn Hamet, PCW
Jeremy Hewes, PCW
Susan Keller, PCW
Harry Miller, PCW
Roni Lubliner, LR
Frances Mann, PCW
Patricia Murphy, PCW
Laura McAndish King, PCW
William-Dennis McLeod, PCW
Joseph Pierce, IDC
Jacqueline Poitier, PCW
Kearmy Rietman, PCW
Katherine Seger, PCW
Christine Whyte, PCW
David Wiggins, PCW
Joseph Wollenweber, PCW
Cheryl Woodard, PCW

Four-Year Anniversary

Susan (Damiano) Perry, IDG

Five-Year Anniversaries

Janice Bugden, CWCI
Judith Frost, IDC
Patricia Jaffarian, IDC

Fitness Focus

Prescription Hieroglyphics

The prescription your doctor gives you may look meaningless, but understand that it is vital to your health. Understanding your prescription will help you ask your doctor or pharmacist what the drug should do for you, how often to take it, what side effects to expect, and whether or not this particular Rx can be refilled.

*1 Name of the drug: Your doctor can use either the generic or trade name.

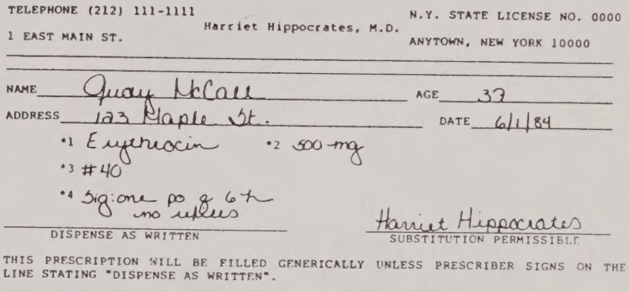
*2 Dosage strength: The amount of active drug in each capsule, tablet or suppository is usually given in milligrams (mgs), in creams as a percentage, and in oral liquid medications as milligrams per milliliter (mg/ml).

*3 Amount: Tells how many capsules (caps) or tablets (tabs) to be given.

*4 Directions: Tells your pharmacist what directions must be printed on the label. Latin abbreviations are usually used:

q.d.	once a day
b.i.d.	twice a day
t.i.d.	three times a day
q.i.d.	four times a day
q.(x)h.	every x hours
a.c.	before meals
p.c.	after meals
h.s.	at bedtime
p.r.n	as needed
p.o.	by mouth

In some states, the doctor can indicate whether the prescription can be filled with a generic drug, which is sometimes cheaper. This prescription can be filled with either the brand name drug or with any generic form. The doctor will also indicate how many times it can be refilled.



TELEPHONE (212) 111-1111
1 EAST MAIN ST.

Harriet Hippocrates, M.D.

N.Y. STATE LICENSE NO. 0000
ANYTOWN, NEW YORK 10000

NAME Quay McCall AGE 37
ADDRESS 123 Maple St. DATE 6/1/84

*1 Erythrocin *2 500 mg
*3 #40
*4 Sig: one po q 6 h
no refills

DISPENSE AS WRITTEN

Harriet Hippocrates
SUBSTITUTION PERMISSIBLE

THIS PRESCRIPTION WILL BE FILLED GENERICALLY UNLESS PRESCRIBER SIGNS ON THE LINE STATING "DISPENSE AS WRITTEN".

Classified

ADMINISTRATIVE ASSISTANT

IDG is seeking an efficient, intelligent, and hardworking administrator/secretary to perform many varied tasks in a fast-paced environment. The position requires flexibility, independence, attention to detail, and a high motivation level. Qualified candidates must posses excellent secretarial skills, including minimum typing speed of 60-65 wpm, strong professional and business skills, and the ability to relate effectively with staff and clients. Word processing, machine transcription, and any other computer experience a plus. Three to five years secretarial experience required. Maturity of judgement and the ability to follow through with projects is essential. Some overtime required. Interested candidates can apply with resume and salary history to Carol Famosi, Chairman's Office/IDG, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701.

FULL-TIME SECRETARY

The IDC Consulting Group has an immediate opening for a full-time secretary. Candidate must be an accurate typist with a minimum speed of 60 wpm. Wang word processing a plus, but willing to train. Duties will primarily include heavy word processing, including presentations and lengthy reports with many tables. Therefore, applicant should have a good eye for designing attractive layouts. Additional responsibilities include answering phones, filing, xeroxing, etc. Job offers good variety and growth potential in an interesting, fast-paced environment. If interested in this position, please call Jeanne at (617) 872-8200, x636.

SALES SECRETARY/ASSISTANT

Computerworld's Marketing and Sales Department has an opening for a sales secretary/assistant. This position will provide secretarial and administrative support to the department. Responsibilities will include filing and maintenance of a CW library, including competitive publications; distribution of all sales leads for CW, which includes keeping in constant contact with the regional sales offices; sending out media files and information to clients; making travel arrangements; mail sorting research; and follow up for the department, including the tracking of sales and advertising-related problems, maintenance of national sales account books, coordination of advertising awards for clients, assisting in sales analysis reports, and general administrative duties. Applicants should be detailoriented, dependable, work under a minimum of supervision, flexible, and type 55 wpm. Willingness to work and cooperate with others is a must. Resumes should be sent to Ed Marecki/ National Sales Director, or Kathy Doyle/Manager Marketing & Sales Operations at CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701.

FOR SALE

Pair of Espirit 70 snow tires, 13" 70's, used only one winter, low mileage. Were $140 new. Asking $80. Call Bill Howard of CW Communications/Peterborough, (603) 924-9471.

IDG UPDATE
EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Russo
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Perry
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

IDG UPDATE

Contributing Reporters

Ruben Argento	*CWCI/Argentina*
Michele Bakke	*CWCI/Framingham*
Per Berrefjord	*CWCI/Norway*
Lorraine Brien	*CWCI/Framingham*
Jean Broderick	*CWCI/Chicago*
Noreen Browning	*PC World*
Jill Chanin	*IDC/Santa Clara*
Jenny Charlesworth	*CWCI/Framingham*
Mary Chaves	*CWCI/Framingham*
Antonia Chavez	*CWCI/Mexico*
Michele Christian	*CWCI/Peterboro*
Marji Clark	*IDC/Washington*
Beatrice Couperie	*CWCI/France*
Kathy Dene	*LINK Resources*
Jill Dondel	*CWCI/California*
Wayne Dombrowski	*IDC/Chicago*
Preben Engell	*CWCI/Denmark*
Dorothy Ferriter	*IDC/Framingham*
Jose H. Flores	*IDC/Mexico*
Robert Frost	*IDC/Dallas*
Elizabeth George	*IDC/France*
Lois Green	*IDC/Framingham*
Sally Hamilton	*CWCI/U.K.*
Eric Hargesheimer	*IDC/Germany*
Mike Harrison	*CWCI/Australia*
Eric Hippeau	*CWCI/Brazil*
Saiman Hui	*IDC/Hong Kong*
Neil Kelley	*CWCI/Spain*
Bert Lubbers	*CWCI/Netherlands*
Keiichi Maesato	*IDC/Japan*
Ian McLean	*CWCI/Hong Kong*
Jeff Melnick	*CWCI/Atlanta*
Shuji Mizuguchi	*CWCI/Japan*
David Naidu	*CWCI/Singapore*
Vincent O'Kelly	*IDC/Ireland*
Gail Paterno	*CWCI/New Jersey*
Donna Pomponi	*CWCI/Menlo Park*
Carol Ranalli	*InfoWorld*
Jeff Seideman	*A/V World*
Valerie Roost	*IDC/Chicago*
David Rouse	*IDC/Scandinavia*
Len Rust	*IDC/Australia*
Joan Sanderson	*IDC/Framingham*
Richard Small	*CWCI/Mexico*
Karl Soderberg	*IDC/Sweden*
Janet Sparre	*IDC/Framingham*
Marlene Stibal	*CWCI/Framingham*
Ernst Torp	*IDC/Norway*
Eckhard Utpadel	*CWCI/Germany*
Hubert van Onna	*IDC/Netherlands*
Jay Wagman	*IDC/Santa Monica*
Debbie Waters	*CWCI/Framingham*
Karen Weston	*IDC/Framingham*
Kris Wicka	*IDC/Europa*

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

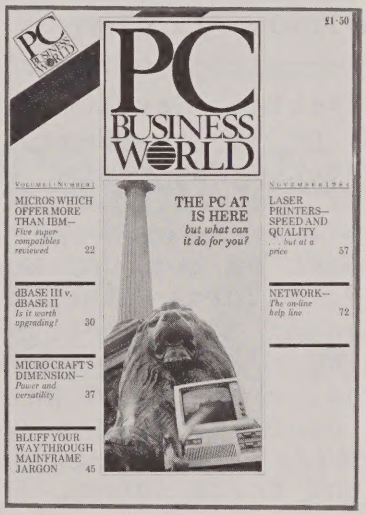
Volume 14, Number 43 November 12, 1984

PC Business World Premieres

CWCI's subsidiary in the United Kingdom, CW Communications Ltd., has released a new monthly publication dedicated to users of the IBM personal computer and compatibles -- PC Business World.

Due to the overwhelming range of new IBM hardware and software products to choose from, PC Business World aims to clarify the U.K. market, discovering the best products and giving up-to-date information for both the existing user and the prospective buyer of IBM systems. Dedicated to the business market, the new publication will cater to both the small company using one or two machines and the corporate user, who will need to connect his PC to networks and other computers.

RON CONDON, Editorial Director for PC Business World, states, "PC Business World aims to sustain the highest diverse readership with reference and interest to both the business reader and to the advertiser. All this will be structured within an easy-to-read, balanced format which makes PC Business World a must."


£1·50

PC BUSINESS WORLD

VOLUME 1 · NUMBER 1

MICROS WHICH OFFER MORE THAN IBM— *Five super-compatibles reviewed* 22

dBASE III v. dBASE II *Is it worth upgrading?* 30

MICROCRAFT'S DIMENSION— *Power and versatility* 37

BLUFF YOUR WAY THROUGH MAINFRAME JARGON 45

THE PC AT IS HERE *but what can it do for you?*

NOVEMBER 1984

LASER PRINTERS—SPEED AND QUALITY *. . . but at a price* 57

NETWORK— *The on-line help line* 72

The November 1984 premiere issue of the publication includes articles such as "The PC is Where It's AT," which PC Business World assesses the AT's potential in Britain; "Made to Measure PCs," which examines cheaper add-ons for the IBM PC from other sources; and "How Will It All Fit In," first of a six-part series on building a business system and examines what a micro can be used for.

Continued on Page 3

Spotlight

PC World Marketing Services

Ray Petsche Carol Levy Rodney Brooks Beverly Crane Noreen Browning

The Marketing Services Department at PC World Communications coordinates and plans a broad range of marketing-related activities to assist the overall development of both PC World and MacWorld. These include construction of all sales promotion materials, trade advertising campaigns, reader and market research studies, press releases and outside communications services, and trade shows.

RAY PETSCHE serves as Marketing Associate to the Marketing Services Department. In this position, Ray is involved in developing and implementing sales promotion material. Prior to joining PCW, Ray had been with an advertising agency where he worked on a number of computer-related accounts. During his leisure, Ray's wife is attempting to transform him into an aerobicwear "consultant" for her dancewear design company. But he claims he is quickly discovering that lycra spandex has greater stretch than his fashion aptitude.

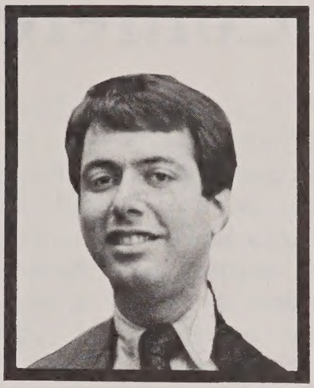
CAROL LEVY acts as PC World Communications' Marketing/Show Coordinator. Before joining PCW in January 1984, Carol attended Sonoma State University and worked as a counselor for disadvantaged students as part of the school's Educational Opportunity Program. She also provided administrative support for local radio station KCBS-FM. In her spare time, Carol enjoys sailing, reading, and watching good films as hobbies. Eventually, she would like to merge interests in business and psychology by pursuing a graduate degree.

Research Specialist in PCW's Marketing Services Department is RODNEY BROOKS. After attending Nebraska Weslyan University, Rodney went into restaurant management for seven years. Rod reports the business lessons learned were then easily transferred into sales/marketing for several business service companies before coming to PC World.

Marketing Assistant for the department is BEVERLY CRANE. This newly created position provides support to the department in the development of sales promotion materials and trade advertising campaigns for both PC World and MacWorld. A special emphasis has been placed on providing support to advertisers through the reader service program, and Beverly plans to be an integral part in the maintenance of this program. A native Californian, Beverly enjoys skiing, camping, cooking, and spending time at home with family and friends.

NOREEN BROWNING serves as Communications Manager at PC World Communications. With PCW since November of 1982, Noreen is responsible for the development of PC World public relations, and works with department heads and the press in promoting various projects for the company. Noreen's three passions are her husband, horseback riding, and old musicals. Noreen and her husband, Doug, are impatiently awaiting the arrival of their first child, due in January.

CHUCK ABRAMS joined PC World Communications as Marketing Services Manager in April, 1984. In this position, Chuck is in charge of all marketing service activities for both PC World and MacWorld, and also assists in long-term corporate marketing planning. Prior to joining PCW, he spent five years working in advertising agencies in Chicago, Boston, and San Francisco on accounts as diverse as Kellogg Cereals, Qantas Airlines, and Hewlett-Packard computers. Chuck has an MBA in Marketing and Research from the University of Michigan, and a BA in Architecture and Design from the University of Maryland.



Chuck Abrams

PC WORLD

More News...

PC Business World

From Page 1

Other staff members of PC Business World include MARTIN DURHAM and MICHAEL FRANKS, Publishers; MICHAEL FOREMAN, Editor; NINA HATHWAY, Deputy Editor; JONATHAN ANGEL and JUDITH SARVARY, Staff Writers; GERRY DALY, Art Director; PATRICK DOLAN, Advertising Manager; PAUL BAYLISS, Production Manager; and LEONE SAMSON, Circulation Manager.

Congratulations to the staff of PC Business World on the launch of this newborn publication.

LINK Plans Fall Conference

On November 28-29, the Vista International Hotel in New York City will be flooded with LINK clients anxious to attend the Fall Conference. Twice a year LINK holds a conference on an important aspect of the electronic services industry for their clients. As in the past, this conference entitled "Positioning for Profits: Next Generation Micro Applications", is expected to be a success. The focus of the Fall Conference will be to examine new tactics needed to sell new services in old markets, and old services in new markets for hardware, software, and information services. LINK has invited speakers from leading companies in their industries that use the microcomputer as a focal point of their development efforts. LINK's research and consulting staff will chair each panel and analyze the trends from the individual case studies.

On the first day of the conference HAINES GAFFNER, President of LINK Resources, will provide an introductory speech. Next is WILL ZACHMANN, Vice President of Corporate Research of IDC, who will present the keynote address. After a short coffee break, the first topic of the conference will begin. "The Next Step in Home Banking: Beyond the Early Adopters", will be led by BERNELL WRIGHT, of Videotex Services for LINK Resources.

After lunch, the topics of discussion will include: "Revolution in PC Software Distribution: Reality of Myth", led by ANDY BOSE of LINK Resources, and "Repositioning for New Markets in Electronic Information", led by MARGARET FISCHER, Director of Client Services and JONATHAN SHEER, Director of Electronic Information for LINK Resources. To conclude the day's events, an afternoon cocktail reception will be held.

The second day will start with "Home Bus: The Quest for Domestic Compatibility", led by LYNNE YERBY, Director of New Electronic Media for LINK, and Judson Hofmann, Vice President of Matsushita Technology Center. The second topic, also led by Lynne Yerby, is entitled "The MSX Challenge", which is the single united banner under which more than ten of Japan's largest electronics firms stand ready to enter the U.S. home computer market. MARK WINTHER, Senior Analyst at LINK, will lead the last topic to be discussed, entitled "PC Communications: Demands on Networks." The Fall Conference will come to a close with Haines Gaffner's summary and wrap-up of the two-day event.

IDC Germany's Mikroskop '84

IDC Deutschland recently released their first in-depth research study covering the German market for microcomputers. "Mikroskop '84" is part of the new Mikroskop research service of IDC Deutschland.

Based in Wiesbaden, IDC Deutschland analyses information industry trends in Germany and projects microcomputer growth trends through 1988. Current IDC growth estimates place the potential installed base of

Continued

"IDG UPDATE" READERSHIP SURVEY

Dear Employee:

We want to keep improving IDG Update as an informative and interesting newsletter for employees worldwide . . . one that you look forward to receiving. We have added new features during the past months, and have expanded our coverage to include many international activities. To help us make IDG Update the kind of newsletter you want to read, please take a few minutes to fill out the following questionnaire. We will consider your answers and comments when deciding on the future direction of our company newsletter. Thank you for your time and assistance!

Please check the statement that best represents your feelings:

1. I find that most of the articles in the IDG Update are:

___ usually clear, easy to read and understand
___ sometimes clear, sometimes difficult to understand
___ usually not clear, always difficult to understand

2. The articles in the IDG Update are usually:

___ always interesting
___ sometimes interesting
___ never interesting

3. The appearance of the IDG Update is:

___ appealing and attractive, inviting to read
___ somewhat appealing
___ unattractive

4. When I receive weekly issues of the IDG Update, I usually read:

___ all of it, from cover to cover
___ most of it, 75%
___ about half of it
___ less than half of it, 25%
___ none of it

5. I find the weekly "Fitness Focus" section:

___ valuable
___ somewhat valuable
___ of little value

6. I review the "Training News" insert and consider it:

___ valuable
___ somewhat valuable
___ of little value

7. Due to the "Training News" insert in the IDG Update, I have:

___ attended one or more seminars
___ plan to attend in the near future
___ not interested in attending

8. In my opinion, IDG Update is:

___ a good mix of employee and management news
___ primarily management propaganda
___ too personal -- too much personal news

9. Given the opportunity would you be interested in reading articles on the following topics if they appeared in the newsletter:

___ outline of corporate philosophy
___ company plans and developments
___ company financial information and results
___ explanation of employee benefits
___ changes in employee benefits

10. In the past, I have submitted information to the IDG Update:

___ actively -- once a week
___ frequently -- once a month
___ occasionally -- every now and then
___ never

11. I am located at:

___ U.S. Office
___ Non-U.S. Office

THANK YOU for taking the time to answer this survey. Please return this survey to the IDG Update staff, either through interoffice mail or regular mail, by December 1, 1984.

IDG UPDATE
5 Speen Street
P.O. Box 1450
Framingham, MA 01701

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

November, 1984

TOPIC: MANAGING YOUR TIME & ORGANIZING YOUR WORK

DATES: November 28, The Lenox Hotel, Boston, MA. November 28th, Holiday Inn West, Manchester, NH.

COST: $85 for each seminar. Each seminar lasts for one half-day. Attend one seminar or both.

Sponsored by Dun & Bradstreet, these two half-day seminars are offered for secretaries, receptionists, administrative assistants and support staff. "Managing Your Time" deals with looking at time from a new perspective, planning for the use of time and emergencies, and controlling how you spend your time. "Organizing Your Work" discusses setting up your own personalized follow-up systems, helping to streamline work and considering your manager's preferences. Both of these seminars will teach you to examine and improve your own work habits, become more effective in assisting your manager, develop systems for expediting paper flow, and conquer the "stress-mess" syndrome.

TOPIC: EXPANDING LOTUS 1-2-3 APPLICATIONS

DATE: December 3-4, The Sheraton Tara, Framingham, MA.

COST: $595 per person. Receive a 10% discount when 3 or more enroll.

The American Institute for Professional Education presents this two-day seminar developed to meet the needs of data processing and end-user professionals who are involved in the implementation and operation of today's microcomputers. Participants should be familiar with Basic Lotus 1-2-3 features and functions. This seminar takes the participant beyond the basics of this high-performance language into the advanced areas of macro functions and applications, advanced storage and memory management, applications of the data manager, graphics programming and slideshow, menu selection and use, and Symphony features and functions.

Lotus APPLICATIONS 123

TOPIC: SPEAKING MADE EASY

DATE: November 29-30, New Hampshire College, Nashua Center, NH.

COST: $495 per person. Fee includes luncheon and all meeting materials.

New Hampshire College presents a seminar for executives who must speak in front of a group in order to win recognition and advancement through effective presentations. Your participation in this seminar will help you to master physical skills used during speaking, focus your message, optimize visual aids, and achieve the desired results from your speech. You will actively participate in front of a live audience, videotape and replay your presentation, receive personal coaching, and you will receive a practical manual to apply seminar concepts back on the job.

TOPIC: PRODUCTIVITY -- GETTING THE RESULTS YOU WANT

DATE: November 29, The Marriott Hotel, Worcester, MA.

COST: $225 per person.

This seminar, presented by The Center For Management Development, is devised for managers and supervisors who are concerned about improving productivity in their departments. You will learn the four keys to improving productivity - understanding what it is, analyzing key areas for improvements, setting targets for improvement, and working with a variety of techniques for improvement. The seminar outline includes: Understanding productivity, The challenge of success, Dealing with ineffective work habits, and much more.

TOPIC: COMPUTER LITERACY FOR SECRETARIES & ADMINISTRATIVE ASSISTANTS

DATES: December 13-14, Friberg Parkway, Westboro, MA.

COST: $495 per person.

Central New England College offers this two-day seminar for supervisors, secretaries, word processing supervisors, staff supervisors, support personnel, data entry and data control supervisors interested in gaining increased knowledge of data processing and personal computers and the role they play in the office. The course outline includes: Introduction to data processing and personal computers, Using a PC (hands-on workshop), Understanding the function of personal computers, and Specific Applications of the PC in the automated office. The instructor will assume you know nothing about computers or programming. With this unique program, you will be "computerized" in just two days.

INFORMATION REQUEST COUPON

Name: ____________________

Company: ____________________

Address: ____________________

____

Telephone: ( ) ____________________

Seminar Info. Requested: __________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

microcomputers at 16 million units. Currently Commodore and Apple computer lead in market-share. IDC has also predicted an annual growth rate in micro-computer sales of approximately 40 percent yearly.

The Mikroskop program is comprised of several components including research reports, market bulletins, and telephone inquiry service. Congratulations to ERIK HARGESHEIMER, IDC Deutschland's General Manager, and his staff on this fine report.

IDC „mikroskop '84“

PIMS Signs GAO

IDC Washington's Procurement Information Management Service (PIMS) garnered quite a coup in September with the signing of the General Accounting Office (GAO). Now all four of the main policy makers for the Federal Government are PIMS clients. The three other key Federal policy makers include: the General Services Administration (GSA), the Office of Management and Budget (OMB), and the National Bureau of Standards (NBS). PIMS is a continuous information service provided by IDC's Washington Division to support Federal agencies and commercial corporations with their procurement needs. Well done!

Promotions

CWCI Australia is pleased to announce the promotion of SUSAN COLEMAN from Editor to Executive Manager. In her new role, Susan will assist CWCI Australia's Managing Director in management and development activities, and will continue to be strongly involved in the editorial direction of Computerworld Australia. An important facet of her new appointment will be the extension of her role in activities involving the computer community such as her duties as Publicity Chairperson for the First Pan Pacific Computer Conference, to be held in Melbourne next year. Susan has been with Computerworld Australia since its inception more than six years ago. Congratulations on your appointment, Susan!

Congratulations to PETER SCOTT on his recent promotion from Managing Editor to Editor of Computerworld Australia. In his new position, Peter will be responsible for the editorial management and development of Computerworld Australia, including management of staff, copy, pages, and continued development. He is also responsible for effective linkage with the CW International News Network. Peter joined CWCI Australia as an Associate Editor in 1982, and was promoted to Managing Editor in June of last year. Best wishes for continued success, Peter!

CWCI Australia is pleased to announce the promotion of MIKE HARRISON from Group Production Editor to Chief Production Editor. In this position Mike will be responsible to publication

Continued

editors for the production of individual company products and provide interface between editorial and production departments, as well as between production and the printers. The company has recently divided editorial into two major groups -- Computerworld Australia and Special Publications -- and Mike will be responsible for the production activities of both groups. Mike, who joined the company in January of 1982, became Production Editor and Group Production Editor shortly thereafter. Best wishes for continued success, Mike!

Congratulations to LARRY CANALE on his recent appointment as WGE's new Executive Editor/Special Projects. In this position, Larry will be responsible for the start-up of new WGE projects related to their Digital Audio publication. Previously, Larry served as Founding Editor of Digital Audio magazine, and prior to that served as Senior Editor of Microcomputing. Best wishes on continued success, Larry!

Transfers

AMEE EISENBERG has been appointed as WGE's new Editor-in-Chief of PICO. Amee's experience as a Technical Editor for 80 Micro and Hot CoCo magazines allow her to bring technical expertise to her job at WGE. At Boston's upcoming Northeast Computer Faire, Amee will chair a panel discussion on future trends in portable computers. In her spare time, she enjoys cooking, mountain climbing, softball, and skiing as hobbies. Best wishes on your new position, Amee!

New Employees

Welcome to THOMAS VAUTOUR, the newest member of the IDC mailroom. As Mailclerk, Tom will be responsible for general mailroom duties. Tom comes to IDC from Kendall Green Builders, Inc. where he was a carpenter. He attended Berkely School of Music with a concentration in drums. Tom is single and lives in Weston, Mass., where he enjoys playing the drums and bird hunting. He is also very interested in state parks and some day plans to be a park ranger. Welcome to the IDC team, Tom!

Newest member of IDC's Sales Department is MADELEINE JOLLY who joined the team as Sales Administrator. Prior to joining IDC, Madeleine was employed as an office manager for STSC, Inc. A resident of Bellingham, Mass., and mother of one child, Madeleine enjoys music and singing as leisure activities.

Welcome to BETTY BUTLER, WGE's new Advertising Sales Representative for PICO. Betty admits that part of her job includes educating people on the use of laptop computers. Outside of the office and after much hard work, Betty finally achieved a personal goal last week when she passed her private pilots test. Other interests are centered around the outdoors and include having made over 560 parachute jumps! Welcome to WGE, Betty!

Continued on Page 7

Welcome to KEN WHITE, Assistant Editor for WGE's Digital Audio magazine. Ken comes to WGE from New Jersey via the University of Virginia. Previously his love for music has had him in the disc jockeys seat at station WCHU in Charlotte, Virginia. Although he started as a computer salesman, Ken's goal has been to work on the staff of a national music-related publication. In his leisure, Ken enjoys travel, outdoor sports, cooking, and music. Welcome aboard, Ken!

Anniversaries

One-Year Anniversaries

Hans Braggaar, CWCI
Wim Koole, CWCI
Bruce Frymire, PCI
Janet Goodstein, CWCI
Tema Ann Goodwin, PCW
Marjorie Magowan, CWCI
John Wanamaker, IDC

Two-Year Anniversary

James Warmack, LR

Four-Year Anniversary

Susan Guilfoil, CWCI

Six-Year Anniversary

Debbie DePeyster, CWCI

Ten-Year Anniversary

Frank Collins, CWCI

Fitness Focus

the Great American SMOKEOUT
Nov.15

Each November the American Cancer Society sponsors a "Great American Smokeout Day" to persuade smokers to give up the smoking habit, for at least one day if not permanently. Here are some winning ideas to hold a "smokeout" in your office:

- Schedule a smokeout planning session with top management and department heads to develop enthusiasm & cooperation.
- Have ex-smokers volunteer to take turns on a company "hot-line" on Smokeout Day in order to give tips to quitters. Provide words of encouragement.
- Ask each smoker to place the price of a pack of cigarettes into a pot. Put all names in a hat and draw the name of the lucky winner.
- Set up an "exchange post" on company floors where smokers can trade in their cigarettes for lollipops, chewing gum, carrot sticks.
- Ask non-smokers to give up something as an act of sympathy with smokers.

DID YOU KNOW -- The tar in cigarettes is just about identical to the tar in your driveway. Smoking one pack per day, you pour more than 1 quart of tar into your lungs. The risk of heart attack is 3 times greater than that of a non-smoker. Smoking may decrease the body's production of needed antibodies, thus increasing one's susceptibility to infection. And babies of smoking mothers suffer more from colic and low birth weight than do babies of non-smoking mothers. They are also at greater risk for congenital abnormalities, impaired hearing and Sudden Infant Death Syndrome.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

FULL-TIME SECRETARY

IDC's Consulting Group has an immediate opening for a second full-time Secretary. Candidate must be an accurate typist, with a minimum speed of 60 wpm for Wang word processor. Duties will primarily include answering telephones, filing, and typing presentations and lengthy reports, including charts. Candidate should be able to work well under pressure in a fast-paced environment. Some overtime required. If interested, please contact Jeanne DeFlorio of IDC at (617) 872-8200, x636.

COMPUTER PROGRAMMER

IDC's Data Processing Department is seeking a Computer Programmer to be responsible for producing computer-based programs in support of IDC's database products. The activities are directed primarily at the delivery systems for various database and for providing support in response to client orders. Responsibilities and duties of this position include assisting the Manager of Client Services in developing programs in fulfilling client orders utilizing IDC's Enterprise and Data File databases and being responsive to the internal requests of IDC users for databased information. Requirements for this position include 1-3 years of business programming experience (COBOL), on-line application development experience using DBMS or high level language. Comprehensive data processing technical training education required to include COBOL language programming, job control setup, and computer operations. Computer Sciences/Business degree or completion of technical data processing curriculum preferred. To apply, please contact Susan Slater of IDC at (617) 872-8200, x301.

TRAFFIC COORDINATOR

Computerworld has an opening in its Display Advertising Department for a Traffic Coordinator. This position coordinates the advertising function between clients, agencies, sales persons, and CWCI's in-house Production Department for the Special Focus Publications. Duties include heavy telephone contact; receiving, checking, and returning advertising materials; booking and confirming insertion orders by sales persons; some filing; and general office duties as required. Knowledge of a keyboard is essential as is use of a computer terminal. Qualified candidates must be service-oriented, detail-conscious, and possess strong organizational skills. The ability to work independently while functioning in and contributing to a closely-knit department is essential. Please contact Anne Hadley of CWCI at (617) 879-0700, x386 to apply.

CARPOOL

Interested in a carpool arrangement from Medway, Mass. to IDC/Framingham or CWCI/Framingham? Please contact Dee Clarke of IDC at (617) 872-8200, x608.

PROPERTY FOR SALE

Beachfront property for sale in Duck, North Carolina, just north of Nagshead and Kitty Hawk. Half-acre plot located 2 blocks from beach. Asking $25,000. Call Charlotte Ziems of CWCI at (617) 879-0900, x338, for more information.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 42 November 5, 1984

Benelux PC World Launched

CW Communications, B.V., CWCI's publishing subsidiary in The Netherlands, proudly presented the first issue of a Dutch IBM personal computer machine specific magazine, PC World Benelux, during a party given at the occasion of the company's first anniversary on October 1, 1984.

The official launch of the newborn magazine took place at the Computerworld booth at the well-attended Dutch computer show entitled "Efficiency Beurs." JOOP WITVOET, Managing Director of CW

PC WORLD
BENELUX
Nu ook voor de Benelux!
Vliegen met de PC
Straling uit de beeldb
Nieuwe PC/AT van

Continued on Page 4

CWCI Scores Big in Folio Magazine
Four Publications Make 400 List

Every year FOLIO magazine publishes its list of the top 400 magazines in the United States, measured by revenue. The New York Times has described the listing as "the magazine industry's equivalent of the Fortune 500." The 1984 ranking by FOLIO (based on 1983 revenue figures) has just been released, and it holds good news for CWCI.

Computerworld retains its well-established place as the largest specialized business publication in the United States, and, in addition, it has jumped up to the 40th position overall from 53rd last year. Computerworld, with $48.3 million in estimated total revenues, now leads such well-known publications as New

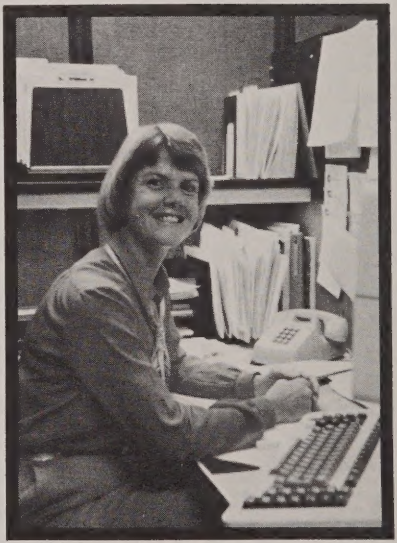
Continued on Page 5

CW International Marketing Services

DIANA LA MURAGLIA, General Manager of CWCI's International Marketing Service, has been a member of CW Communications/Inc. since 1979. She is responsible for marketing in the United States all of CWCI's 50 worldwide publications. She oversees a staff of six and interfaces with the foreign managers, U.S. clients and sales representatives around the world. Diana states, "The department has grown extensively to keep up with the rapidly expanding CWCI network of publications. We at IMS work as a team moving quickly and efficiently together."

Diana La Muraglia

Diana first came to the Boston area for her graduate studies in International Marketing and she consequently decided to stay. She was raised and educated in Rome, Paris and Geneva. Diana enjoys the outdoors and takes advantage of the "good" New England weather to jog regularly, hike and play tennis. She is an avid skier and enjoys cooking and art appreciation.



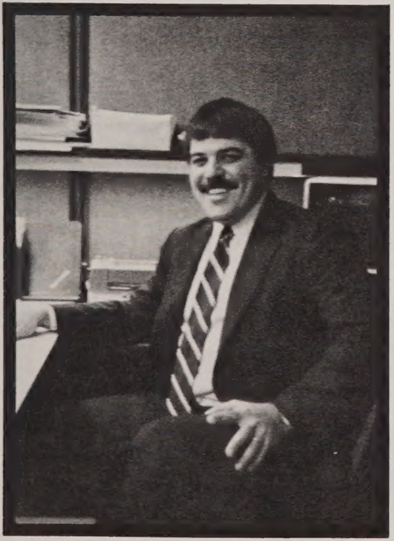
Sheryl Merchant

Advertising Coordinator for CW/IMS is SHERYL MERCHANT. Sheryl is responsible for taking care of all advertisements for the CWCI international publications as well as foreign advertisements for the U.S. publications. This position requires constant client contact for rates, production requirements and procedures for placing international ads. Sheryl, who has been with CWCI for three

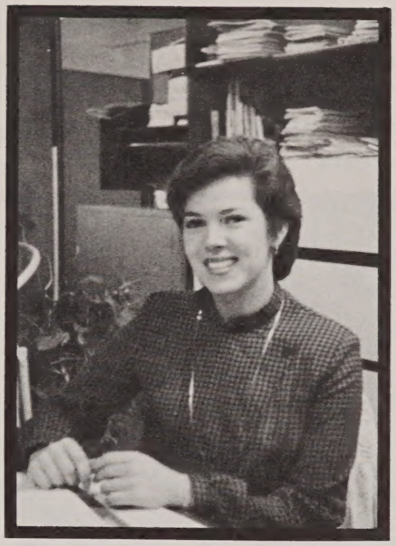
Continued

years, previously lived in San Francisco and Alaska where she worked in the finance department for the Alyeska Pipeline Company. Her interests include various sports activities and enjoying winter "get-away vacations".

FRANK CUTITTA serves as the East Coast Sales Manager for the CW/IMS team. Frank, who recently joined CWCI in September, 1984, is responsible for domestic advertising sales in all of CWCI's worldwide publications. His previous experience includes serving as advertising sales manager for the Learning Periodicals Group in California. Prior to that he served as a sales representative, educational consultant, research consultant and a teacher of exceptional children/assistant principal. Frank resides in Bolton with his wife Carole, and enjoys rowing, sailing, wine collecting, and racquetball.



Frank Cutitta



Mary De Cristoforo

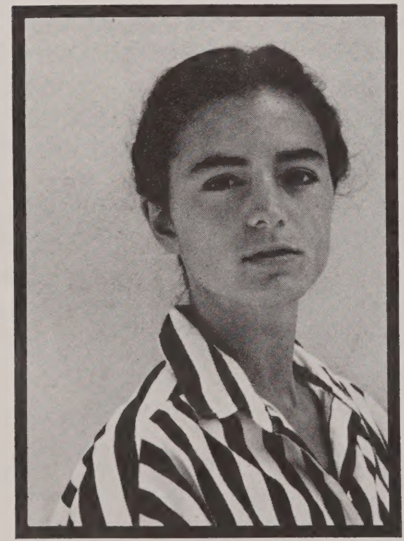
Secretary to the General Manager of the International Marketing Service is MARY DE CRISTOFORO. Mary performs all office functions as well as numerous International Marketing projects such as editorial and quarterly reports which are sent to all the CWCI international managers. Mary, who has been with CWCI for 1-1/2 years, transferred to CW/IMS in August from her former position of Editorial Assistant on the Computerworld staff. In her spare time, Mary enjoys taking long walks on the beach, reading and skiing.

ISABELLA BARBAGALLO rejoined CWCI in July as West Coast Manager for the International Marketing Service. In this position, Isabella sells advertising space for CWCI's publications. Her territory currently covers the states of California, Washington, and Oregon. Isabella has worked as director of advertising and sales for a variety of trade magazines, including Computerwoche, CWCI's leading West German weekly serving the data processing market. Her

Continued

spare time hobbies include mountain climbing, skiing, classical music, jazz and art. She has also been quite successful as a photographer.

Isabella Barbagallo



Karen Hazarian

Advertising Assistant to the IMS West Coast Manager is KAREN HAZARIAN. Karen is responsible for maintaining active client lists, making telephone sales calls, sending information to potential clients and coordinating all placements to appropriate foreign offices. Karen is originally from Montreal and speaks fluent French. She holds a B.A. in Communications and Film from the McGill University. She has also studied sculpture and design. Karen's previous experience includes layout for Hart Department Stores and Compucentre. She has also served as the community relations representative for McDonald's restaurants of Canada. She enjoys sculpting, taekwondo, hiking and cooking in her spare time.

More News...

From Page 1

Benelux PC World Launched

Communications, B.V., reports that PC World Benelux is scheduled to be published six times yearly. Chief Editor of PC World Benelux is NICO BAAIJENS, who recently joined the staff of CWCI Benelux from IBM where he was responsible for external relations.

Pictured are Chairman PAT MCGOVERN and members of the Benelux staff in Amsterdam celebrating their first anniversary, (in which the marketshare of Computerworld rose greatly), and the successful launch of PC World Benelux.

From Page 1

CWCI Scores Big in Folio

York Magazine, Consumer Reports, Popular Science, Rolling Stone, Popular Photography, OMNI, and Inc. as well as 353 others.

But Computerworld isn't CWCI's only entry on the list. Three of the eleven personal computing books making the top 400 are published by us. InfoWorld is listed as seventh in the personal computing category with $10.5 million in gross revenue, PC World is listed as ninth, and 80 Micro ranked tenth. They ranked 203rd, 239th, and 262nd, respectively, in the overall list.

The magazine with the largest revenue in the United States is TV Guide with $696 million, followed by Time ($487M), People Weekly ($326M), Newsweek ($319M), and Reader's Digest ($295M).

CW COMMUNICATIONS/INC.

Halloween Celebrated at IDC

IDC's reception area became a creative pumpkin display area on October 25th as the Framingham office celebrated Halloween with a "Best Pumpkin Contest."

Departments were invited to enter one creation, with judging by IDCers BILL FORD (General Manager, IDC/Framingham), HONEY GERMAGIAN (IDC Receptionist), JOE LEVY (Corporate Vice President-Marketing), and KIM MYHRE (Research Director, CIR Program).

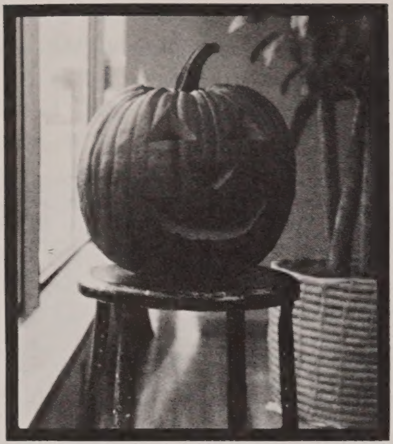
Winning ghostly pumpkins were:

- Originality -- GEORGE MELLEMAN of the Information Systems Planning Service (ISPS), who entered dressed up as a life-sized pumpkin!
- Spookiest -- Leasing Planning Service (LPS)
- Creativity and First Place award went to Market Analysis & Statistics (MAST).

On Friday, October 26th, at 5:00 p.m. IDC then kicked off with a howling party to celebrate Halloween. A good time was had by all! Many thanks to IDCers JANET SPARRE and MIKE HOVAGIMIAN for the time and efforts spent in arranging such a successful party!

Spookiest Pumpkin -- Prepared by IDC's LPS Department.

Computer Pumpkin -- Decorated by IDC's Production Department.



Traditional Jack O'Lantern -- Submitted by JANET SPARRE for IDC's Corporate Services Department.

People

Special mention to CAROL POLACK, CWCI's Typesetting Manager for an idea she submitted to the CWCI suggestion box. Carol's suggestion, which is to investigate the feasibility of having Computerworld contributors transmit copy directly into the CWCI system and bypass the typesetting process, is currently being studied by a committee headed by Rita Shoor, CW Executive Editor. Good work, Carol!

DOANE PERRY, Editor of IDC's Communication & Distributed Resources Report newsletter, recently took part in the 20th anniversary party for the Brookline Arts Center on Saturday, October 13th. For the past 20 years the Brookline Arts Center has provided instruction in arts and entertainment for all residents of Brookline, young and old. Nostalgia dominated the party's theme with Doane dominated the stage, singing along to a record as one of the Beach Boys. Doane has been a member of the board for the Brookline Arts Center for two years and continues to enjoy its many activities.

Congratulations to RITA SHOOR, Executive Editor of Computerworld, and her husband Sandy Baldwin, on the birth of their second child, Christopher Baldwin. Christopher was born on October 19th in Concord, New Hampshire, weighing 7 pounds, 5 ounces. Best wishes for much happiness!

New Employees

Micro Marketworld is pleased to welcome its newest reporter, DOUG BARNEY. Doug is a 1983 graduate of Bennington College in Vermont where he majored in social sciences. He interned at Fortune magazine where he worked as a researcher/reporter. When not at work, Doug is a collector of unusual ties and a dedicated cyclist. He now resides in Lunenburg, Mass. Welcome aboard Doug!

Congratulations to CHERYL TYNAN who has been hired as an Editorial Assistant for Computerworld. Most recently, Cheryl has been working as a secretary for The Middlesex News. Cheryl began work there in August, 1981 and continued working part-time while attending St. Aquinas Junior College in Newton, Mass. She graduated with an Associate Degree in Executive Secretarial Studies. Welcome to the Computerworld staff, Cheryl!

CW Benelux is proud to announce a recent addition to their staff, LOUISE DE VRIES LENTSCH. Louise was recently appointed the circulations manager for the weekly newspapers Computerworld and PC World. Among her many responsibilities, Louise is responsible for listbuilding, promotion and day-to-day management of the computer department. Glad to have you aboard, Louise!

Anniversaries

One-Year Anniversaries

Roberta Edwards, PCI
Anthony Friscia, IDC
Judy McAfee, IDC
David Olmos, CWCI
Jacqueline Perdue, IDC
Alan Ross, AVW

Two-Year Anniversaries

Kathy Chin, PCI

Nine-Year Anniversary

Peter Holm, CWCI

Eleven-Year Anniversary

Judy Kramer, IDC

Seventeen-Year Anniversary

Edward Bloom, IDG

Fitness Focus

When Someone Needs Help

Being in a situation requiring medical attention and being the only person around who may be of help can be a very stressful situation. Here is some advice to remember for spur-of-the-moment emergencies at home:

BURNS: Completely immerse the burned tissue in a basin of cold water. Add ice cubes to keep the temperature low, as the heat from the burn warms the water. If impossible to immerse the burn (those on the head or torso) apply towels that have been soaked in ice water.

CHOKING: To remove a foreign object from a choking victim's throat, use the Heimlich maneuver consisting of a "bear hug." Double your fists to put pressure on the victim's diaphragm. Use a quick and forceful, in-and-up pressure to dislodge the foreign object. Signs of a choking person include the inability to speak or breathe and eventual fainting. Caution must be used, as improper assistance can also be a danger to the victim.

FOREIGN OBJECT IN THE EYE: Do not rub the eye. If the foreign object is embedded and cannot be dislodged, don't attempt to remove it. Have the patient close his eye, place moist cotton over the closed lid and bandage to hold in place. Obtain medical assistance. When visible, attempt to remove the particle with the corner of a compress or handkerchief. If the eyeball is scratched, even slightly, it is urgent that medical care be obtained.

NOSE BLEED: Keep the patient sitting up with his head tilted back. Try to stop the bleeding by lightly pinching the nostrils together or by applying a cold wet towel.

Classified

TRAFFIC COORDINATOR

Computerworld has an opening in its Display Advertising Department for a Traffic Coordinator. This position coordinates the advertising function between clients, agencies, sales persons, and CWCI's in-house Production Department for the Special Focus Publications. Duties include heavy telephone contact; receiving, checking, and returning advertising materials; booking and confirming insertion orders by sales persons; some filing; and general office duties as required. Knowledge of a keyboard is essential as is use of a computer terminal. Qualified candidates must be service-oriented, detail-conscious, and possess strong organizational skills. The ability to work independently while functioning in and contributing to a closely-knit department is essential. Please contact Anne Hadley of CWCI at (617) 879-0700, x386 to apply.

FULL-TIME SECRETARY

IDC's Consulting Group has an immediate opening for a second full-time Secretary. Candidate must be an accurate typist, with a minimum speed of 60 wpm for Wang word processor. Duties will primarily include answering telephones, filing, and typing presentations and lengthy reports, including charts. Candidate should be able to work well under pressure in a fast-paced environment. Some overtime required. If interested, please contact Jeanne DeFlorio of IDC at (617) 872-8200, x636.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

COMPUTER PROGRAMMER

IDC's Data Processing Department is seeking a Computer Programmer to be responsible for producing computer-based programs in support of IDC's database products. The activities are directed primarily at the delivery systems for various database and for providing support in response to client orders. Responsibilities and duties of this position include assisting the Manager of Client Services in developing programs in fulfilling client orders utilizing IDC's Enterprise and Data File databases and being responsive to the internal requests of IDC users for databased information. Requirements for this position include 1-3 years of business programming experience (COBOL), on-line application development experience using DBMS or high level language. Comprehensive data processing technical training education required to include COBOL language programming, job control setup, and computer operations. Computer Sciences/Business degree or completion of technical data processing curriculum preferred. To apply, please contact Susan Slater of IDC at (617) 872-8200, x301.

RECEPTIONIST/SECRETARY

IDG is currently seeking a full-time receptionist and secretary. Responsibilities of this position will include answering and routing incoming calls, taking messages, greeting people, typing correspondence, and other miscellaneous projects as assigned. The ideal candidate will enjoy working independently within a busy corporate office, have a pleasant telephone manner, and type 45-55 wpm. Word processing experience helpful, but we are willing to train. This is an intermediate level position offering much challenge and growth opportunities within IDG. Interested candidates should contact Susan Damiano of IDG at (617) 875-5000, x407.

PRODUCTION COORDINATOR

CWCI's Sales Promotion Department has an immediate opening for someone to be responsible for the scheduling and tracking of jobs, as well as coordinating the production and typesetting functions with account managers, the Production Department, and the Typesetting Department. Duties and responsibilities: prepare detailed schedules for each job being produced by the department; provide weekly report on status of each job in progress and daily updates as required; coordinate production of jobs; order type, proofread, and type copy for ads, collateral material and correspondence as required; process bills and prepare monthly budget reports; and assist in general department administration. One to three years related general business experience is required, preferrably at an advertising agency or with an in-house agency. To apply, contact Liz Johnson of CWCI at (617) 879-0700, x312.

FOR SALE: Brand new, never worn, aquamarine and diamond chip earings and pendant. $250 for the set, $150 separately, or best offer. For more information contact Terri Russo at IDG x460.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 41 October 29, 1984

A Record Issue
China Computerworld

Congratulations to China Computerworld, CWCI's publishing subsidiary in The People's Republic of China, on producing its largest issue ever. The August 29th issue of China Computerworld had a total of 44 pages, more than twice as large as the average issue size for the year.

Containing over 20 pages of advertising, this issue boasted the largest amount of advertising ever carried by a publication in The People's Republic of China. Recent readership studies show that over two million people read China Computerworld each month.

Congratulations to each and every member of China Computerworld on the diligent work and great achievements that have lead to the success of the paper.

計算機世界
CHINA COMPUTERWORLD

CWCI Sponsors Computer Theatre

The Computer Museum, an international museum and archive for computing history, opens its door to the public on November 14, 1984, at Museum Wharf in downtown Boston, Massachusetts.

Part of The Computer Museum's new 16,000 square foot exhibition space will include the CW Communications-sponsored "See It Then Theatre" showing SEE HOW THEY RAN, sixty years of computers on film from The Computer Museum Collection. The film, which was produced by The Computer Museum, will be repeated every hour for Museum visitors.

Continued on Page 4

A scene from The Computer Museum's film "TX-0 Writes a Western - 1961."

CWCI/Peterborough
Reception, Mailroom, Maintenance

Reception

ELIZABETH ABBOTT has been working for CWCI/Peterborough for the past three years as the company's Receptionist/Operator. In this position, Liz supervises the switchboard and reception area, and cheerfully greets visiting clients. Liz is married and has two children, Mike and Lisa. In her spare time she enjoys music, needlework, and playing with her dog Magnum.

Elizabeth Abbott

FRANCES CAMPBELL serves as CWCI/Peterborough's Operator, where she operates the switchboard phones taking orders. Originally from Longmeadow, Mass., Frances moved to Peterborough in May, 1983, and joined the company in December of that year.

Frances Campbell

In her spare time, Frances enjoys quilting, chair caning, and spending time with her husband Phil, and their three children, Karen, Keith, and Kevin.

Mailroom

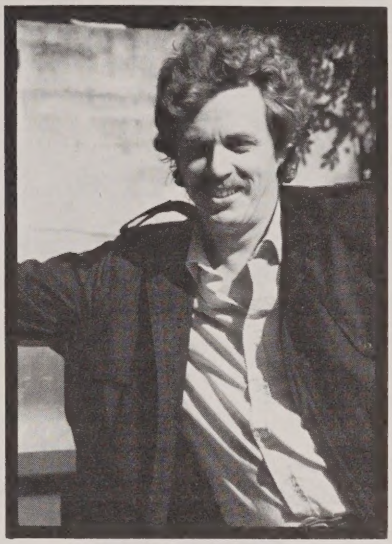
MARCIA BURKE serves as Mailroom Supervisor for CWCI/Peterborough, responsible for the company's shipping and receiving activities. With CWCI/Peterborough since June, 1981, she previously managed a laundromat service. Marcia's favorite hobby is window decorating, and has done window displays for many store owners in Peterborough. Married and the mother of two boys, Marcia enjoys interior decorating, and is currently redecorating a home owned by a close friend.

Mailroom Clerk CHARLENE BEAULIEU began working for CWCI/Peterborough in February, 1981. In this position, Charlene delivers mail to all CWCI/Peterborough buildings on a timely basis. Prior to joining the company, she was employed as a floor supervisor for Creative Technology in Milford, New Hampshire. Charlene and husband Bernie are the parents of two girls, Erica and Jillian. During the summer months Charlene can be found at local flea markets and yard sales.

JUNE JAREST also serves as Mailroom Clerk for CWCI/Peterborough and takes care of all intercompany mail deliveries, as well as all outgoing mail. With the company since September of 1981, June was previously employed at Gates, Inc. in Peterborough, New Hampshire. June is the mother of four children, and the grandmother of three -- including an eleven-year old grandson and four-month old twin granddaughters. When not babysitting, June enjoys spending time outdoors.

Charlene Beaulieu June Jarest Marcia Burke

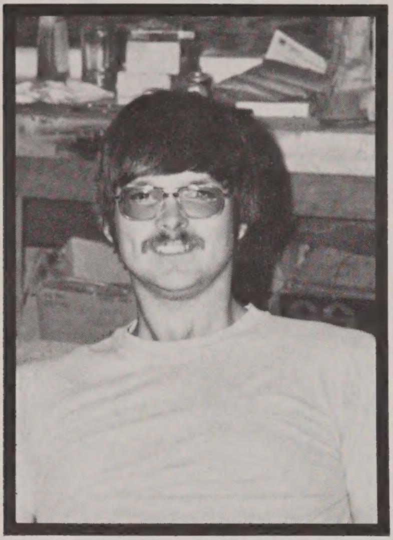
Maintenance



Larry Ahern

Warehouse Operator in the Maintenance Department at CWCI/Peterborough is LARRY AHERN. Prior to joining the company, Larry was employed as a machinist for New Hampshire Ballbearing Company. Larry is an accomplished guitarist and writer, and is fascinated by magic. When not hard at work, Larry enjoys spending time with his wife Joan and their three children, Jeff, Leaf, and Cory.

Handy man BILL GREENWOOD has a variety of duties with CWCI/Peterborough's Maintenance Department, making sure that everything operates properly and runs smoothly. With the Maintenance Department for the past four years, Bill worked in construction since graduating from Conval High School in Peterborough, New Hampshire, in 1979. He presently resides in Antrim, New Hampshire, with his wife Robin and their three sons, four year old Paul, two year old Jeffrey, and one year old Mark. Bill enjoys hunting, fishing, and outdoor sports as leisure activities.



Bill Greenwood

More News...

Computer Theatre

From Page 1

The chronological listing of segments that will be shown are: "IBM Punchcards" - Circa 1920; "Eniac" - 1946, narrated by Dr. Arthur Burks; "Automatic Computing with the Edsac" - 1951, Cambridge University Mathematical Laboratory, narrated by Dr. M.V. Wilkes; "Whirlwind I Programming at 3:00 a.m." - 1953, MIT Digital Computer Laboratory; "Fortran" - 1957, IBM Department of Education; "TX-0 Writes a Western" - 1961, CBS News with David Wayne and Dr. Jerome Weisner; "Ellis D. Kropotchev and Zeus -- A Marvelous TimeSharing System" - 1967 by Arthur Eisenson, Stanford University Computer Laboratory; and "Stretch: The IBM 7030" - 1981 from "Stretch: The Technological Link Between Yesterday and Tomorrow" produced by Brigham Young University.

Considered unique within the industry as the only such institution in the world, The Computer Museum also features a Museum store with such items as "state of the art" jewelry for the devoted computer buff, computer candy, and works on computer technology.

For the hard-core historian or the casual computer connoisseur, the Museum's collection includes an outstanding array of early computers from Napier's Bones, a palm-sized calculator designed by John Napier in 1617, to the Pascaline, the first mechanical calculator. The Kurzweil Reading Machine, which converts printed material to speech for the visually impaired, and Shakey-the-Robot, the first mobile robot with artificial intelligence, also head the Museum's unique artifact list.

It is also the Museum's goal to design exhibits that will dramatically illustrate the story of the information revolution an its roots. Through videotapes, interactive displays, and re-creations of vintage computer installations, The Computer Museum will bring its priceless collection to life.

The Computer Museum welcomes and encourages all CWCI, IDG, and IDC employees to visit the Museum on November 14th for the opening at 300 Congress Street, Museum Wharf, Boston, Mass. (617) 426-2800.

IDCers Address FCC Audience

BOB DORNAN, Director of the Procurement Information Management Service (PIMS) of IDC Washington, spoke on "Federal ADP Procurement" at the Federal Computer Conference (FCC) held in Washington, D.C. from September 18-20th. Bob spoke for a special supplement to the main conference program, entitled Professional Enhancement Seminars.

The seminar devoted special treatment to significant problem areas in the acquisition of hardware, software, and services using case studies to illustrate possible pitfalls an ways of avoiding or resolving them. There was also an examination of General Service Administration's procurement improvement initiatives an the major changes underway in the acquisition of micros, software, and communications services. Attendees also learned about acquisition strategies developed by pioneering military and civilian agencies.

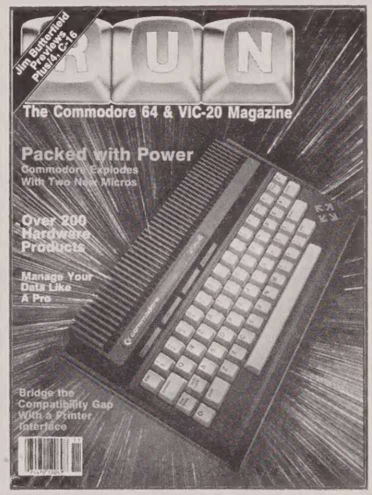
JACK HART, Director of Professional Services at IDC Framingham, also spoke at the FCC's Professional Enhancement Seminars. Jack spoke on "IBM: The Next Five Years." In this session, a panel of noted IBM watchers presented their well-informed analyses, opinions and insights into the direction IBM is likely to take over the next five years and beyond. Among the segments covered were peripherals, small and intermediate systems, personal computers, terminals, software, services, and communications.

Congratulations Bob and Jack, on your well-received addresses and fine accomplishments!

RUN To Focus On Hardware

In its November, 1984 issue, RUN: The Commodore 64 and VIC-20 Magazine will focus on hardware, with a special emphasis on Commodore's two new computers.

Noted Commodore expert Jim Butterfield and RUN Associate Editor TOM BENFORD will review the latest machines released by Commodore, the Plus/4 and C-16. The authors take a look at the features of these two machines, and how they compare to the C-64 and VIC-20. The article also examines the hardware and software compatibility of the new machines with existing Commodore products.


Jim Butterfield Previews Plus/4, C-16
RUN
The Commodore 64 & VIC-20 Magazine
Packed with Power
Commodore Explodes With Two New Micros
Over 200 Hardware Products
Manage Your Data Like A Pro
Bridge the Compatibility Gap With a Printer Interface

RUN's November issue will also feature a hardware buyer's guide that will focus on VIC-20 and C-64 peripherals such as modems, printers, monitors, and other hardware products that can be used with the Commodore. DENNIS BRISSON, RUN' Editor-in-Chief, commented, "We feel that such a guide will be extremely beneficial to our readers looking for products and manufacturers that support the Commodore systems.

Continued

Our intent is to make this guide as complete as possible, with over 100 Commodore manufacturers listed."

This hardware issue will also feature "Bridging the Gap," an article the will bridge the communication gap between Commodore computers and non-Commodore printers; and "Line Squeezer/ Line Expander," a handy two-part utility that lets you squeeze program lines to make a program as small as possible or expand the lines for easy editing; as well as the magazine's regular columns, features, reviews, games, and other programs.

People

BOB DORNAN, Director of the Procurement Information Management Service (PIMS) for IDC Washington, will be speaking at the Federal Office Automation Conference in Washington, D.C. This year's FOA conference will feature the timely theme OFFICE AUTOMATION: GETTING DOWN TO BUSINESS, and will run from November 6-8, 1984. Bob will be chairing "Applying Innovation to Acquisition Strategies" during the main conference program -- Thursday, November 8th at 8:30 a.m. This discourse will start off with how, in recent times, GSA has significantly modified its rules and regulations to expedite the procurement of personal computers and other office automation equipment; that now is the time for agencies to take the initiative in streamlining the acquisition process for getting the right kind of management tools in the hands of users. Case study presentations will be used to highlight innovative ways in which agencies are meeting the challenge. Among the issues addressed will be the thorny question of software acquisition, and ways to evaluate and quantify tangible and intangible benefits on office automation.

IT'S A BOY! . . . CW's District Manager-Northern Region, BILL CADIGAN, and his wife Dianne are the proud parents of newborn Daniel Patrick, born on October 6th. Daniel Patrick weighed in at 7 pounds, 6 ounces, and both mother and baby are healthy and doing fine. Congratulations on your new addition to the family!

CRAIG PIERCE and KATE BAFFA, both of CWCI/Peterborough's Circulation Department, recently announced their engagement. A September, 1985 wedding is planned. Congratulations, Craig and Kate, and best wishes for future happiness!

Promotions

CWCI/Mexico is pleased to announce the promotions of CLAUDIO CANCIOLA, JOSE ANTONIO PALMER, and ALFREDO ESTRADA at Computerworld Mexico. Claudio has been appointed to the position of Editor of the publication, Jose has assumed the position of Co-Editor, and Alfredo has been promoted to Chief Copy Editor. Heartiest congratulations and best wishes for future success with Computerworld Mexico!

Congratulations to PC World's KEN GREENBERG, who was recently promoted to Associate Editor. Ken, formerly Assistant Editor, will be responsible for article development and oversight of an editorial team consisting of a technical editor and an assistant editor. Congratulations on your promotion, Ken, and best wishes for continued success at PC World!

New Employees

InfoWorld's Advertising Department extends a hearty welcome to MARYLOUISE BOWE, new Midwest Regional Sales Manager. In this position, MaryLouise will handle company advertising sales in the Midwest territory. Prior to joining InfoWorld, she was employed by Adweek Magazine as Account Manager. She holds a B.A. degree in English from Stanford University in 1981. MaryLouise, who resides in Chicago, Illinois, is married and enjoys distance running, distance swimming, and traveling in her leisure. Welcome to InfoWorld, MaryLouise!

New addition to the editorial team at Micro MarketWorld is NANCY VETSTEIN. As Assistant Editor, Nancy will be responsible for the publication's copy editing, proofreading, and layout functions, as well as for assisting with write-ups for the products section. Prior to joining CWCI, she worked on the Radcliffe Quarterly, Radcliffe College's alumni magazine. She also attended Radcliffe's "Publishing Procedures Course," a six-week program in magazine and book publishing, this past summer. In her spare time, Nancy enjoys modern art and skiing as hobbies. Welcome to Micro MarketWorld, Nancy!

Anniversaries

One-Year Anniversaries

Lahri Bond, CWCI
Eugene Catalano, PCW
Nancy Groth, PCI
Michael Kelleher, CWCI
Vince Leone, PCI
Cindy Moleski, CWCI
Erfert Nielson, PCW
Russell Onofrio, IDC
Theo Van Oosterhout, CWCI
Phyllis Pittet, CWCI
Ied Steenweg, CWCI
Steve Twombly, CWCI
Joop Witvoet, CWCI

Two-Year Anniversary

Diane Christo, CWCI
Jan Folsom, CWCI
Joanne Pelletier, CWCI

Three-Year Anniversaries

Liz Abbott, CWCI
Michele Christian, CWCI
Fern Day, CWCI

Four-Year Anniversary

Jim Shaw, CWCI

Five-Year Anniversaries

Howard Happ, CWCI
Sue Hayes, CWCI

Seven-Year Anniversary

Cheryl Veduccio, CWCI

Etcetera

The IDG Update staff extends its apologies to JAY WAGMAN and his wife Diane, for incorrectly reporting the name of their new bouncing baby boy in last week's issue. Justin Nathaniel was born on October 3rd, and weighed 6 pounds. Our apologies . . . and congratulations again!

IDG's Personnel Department is offering a seminar entitled "Assertiveness Training II" for administrative assistants and secretaries to be held on Friday, November 30th, at the Natick Hilton in Natick, Mass. This program is a continuation of the assertiveness training seminar held in last May by the Personnel Department, and is designed for those who are already proficient in the basic techniques of assertive communication and for those who want to learn how these techniques can be further utilized. Reservations to attend this seminar will be taken on a first-come, firstserve basis. For more information or to register, please contact Mary Dolaher of IDG at (617) 875-5000, x405, before November 23rd.

Fitness Focus

An Apple A Day. . .

Got a craving for something sweet? Do you have those mid-afternnon hunger pains? Reach for an apple! Not only will it satisfy your sweettooth and hunger, but it will also give you a boost since it is loaded with vitamins. And what's more, it's low in calories (about 70). This is the season for apples - perhaps you can even persuade your children to have an apple instead of all the halloween candy they will be collecting. And the next time you are thinking of candy, remember the good ol' apple!

RECIPE FOR HOMEMADE APPLESAUCE

Homemade applesauce is terrific to eat by itself or with dinners, lunches, and even breakfast!

1. Core and peel 7 or 8 medium-sized Macintosh or Cortland apples.
2. Cut into medium-sized chunks or divide into eights. Place into large saucepan filled with cold water.
3. Once all the apples are peeled, leave only 1 inch of water in saucepan. Start to boil on medium heat.
4. Turn heat down to simmer, stirring apples occasionally so they don't stick to the pan. The water should be absorbed by the apple mixture once the apples become very soft.
5. Remove from heat and add approximately 1/2 cup sugar, 2 teaspoons cinnamon, and 1/2 teaspoon nutmeg to taste.

Applesauce is delicious eaten warm or cold! Makes about 6-8 servings.

Classified

SPECIAL FOCUS PUBLICATIONS TRAFFIC COORDINATOR

Computerworld has an opening in its Display Advertising Department. This position coordinates the advertising function between clients, agencies, salespersons and in-house production department for the Special Focus Publications. Duties include heavy telephone contact; receiving, checking and returning advertising materials; booking and confirming insertion orders by salesperson; some filing; general office duties as required. You will also assist the supervisor on various projects. Knowledge of a keyboard is essential as is use of a computer terminal. You must be service-oriented, detailconscious, and possess strong organizational skills. The ability to work independently while functioning in and contributing to a closely-knit department is essential. Please contact Anne Hadley, Display Advertising Supervisor, CWCI, 375 Cochituate Road, Framingham, MA 01701 or call (617) 879-0700, x386.

PRODUCTION COORDINATOR

CWCI has an opening in the Sales Promotion Department for someone to be responsible for scheduling and tracking of jobs in progress. You will also be responsible for coordinating the production and typesetting functions with account managers, production department and typesetting department. Duties include preparing detailed schedules for each job being produced by the department, providing the Sales Promotion Director with weekly reports on status of each job, as well as daily updates as required. You will coordinate the production of jobs with account managers and production department, order type, proofread, type copy for ads, collateral material and correspondence as required, process bills and prepare monthly budget reports, assist in general department administration. 1-3 years experience in general business is required, preferably at an advertising agency or with an in-house agency. To apply, call Liz Johnson, Sales Promotion Director, CW Communications/Inc., (617) 879-0700.

SENIOR RESEARCH ANALYST/RESEARCH MANAGER

International Data Corporation's Software and Services Information program has an opening for a Senior Research Analyst/Research Manager. Must be enthusiastic and team-play oriented, have some knowledge of software and services markets, demonstrate writing ability, have hands-on experience with market research techniques, and project management experience. Please forward a writing sample and resume with salary requirements to IDC, Dept. SASI, P.O. Box 955, Framingham, MA 01701. No phone calls please.

TELEMARKETING SALES/CLASSIFIED SALES DEPARTMENT

The Classified sales department of Computerworld has three (3) openings for telemarketing positions. Primary responsibility will be the sale of recruitment and product classified advertising. The ideal candidate will possess strong oral and written communication skills and the desire to be in sales as a profession. These positions will be located in Natick, Mass. Resumes should be forwarded to Walter Kett, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701.

SPECIAL PROJECTS COORDINATOR

InfoWorld's Production Department is seeking a highly motivated individual to fill the position of Special Projects Coordinator. Qualifications for this position include experience in the graphic arts/printing industries, print buying, camera operations, paper purchasing, and schedule coordination. Duties and responsibilities include: providing cost analysis, and scheduling interdepartmental projects; coordinating production time of department personnel to complete projects; developing and maintaining working relationships with local and long-distance vendors; specing type and art for special jobs, and contributing design ideas to improve the appearance of said projects. Special projects include such material as stationery, business cards, editorial and advertising reprints, rate cards, marketing projects, house ads, etc. Interested candidates should contact Cynthia Puig of InfoWorld at 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, or call (415) 328-4602, x288.

TELEPHONE INTERVIEWER

IDC has positions available for telephone interviewers. Hours will be arranged. Call Dot Lanciloti at (617) 872-8200. IDC, 5 Speen Street, Framingham, MA 01701.

WASHER/DRYER FOR SALE

Lady Kenmore heavy duty portable washer and dryer. One year old, purchased new at Sears & Roebuck. Perfect for an apartment. $500 or best offer. Call Pam Leslie of IDC at (617) 872-8200, x338, or evenings at (617) 653-2087.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

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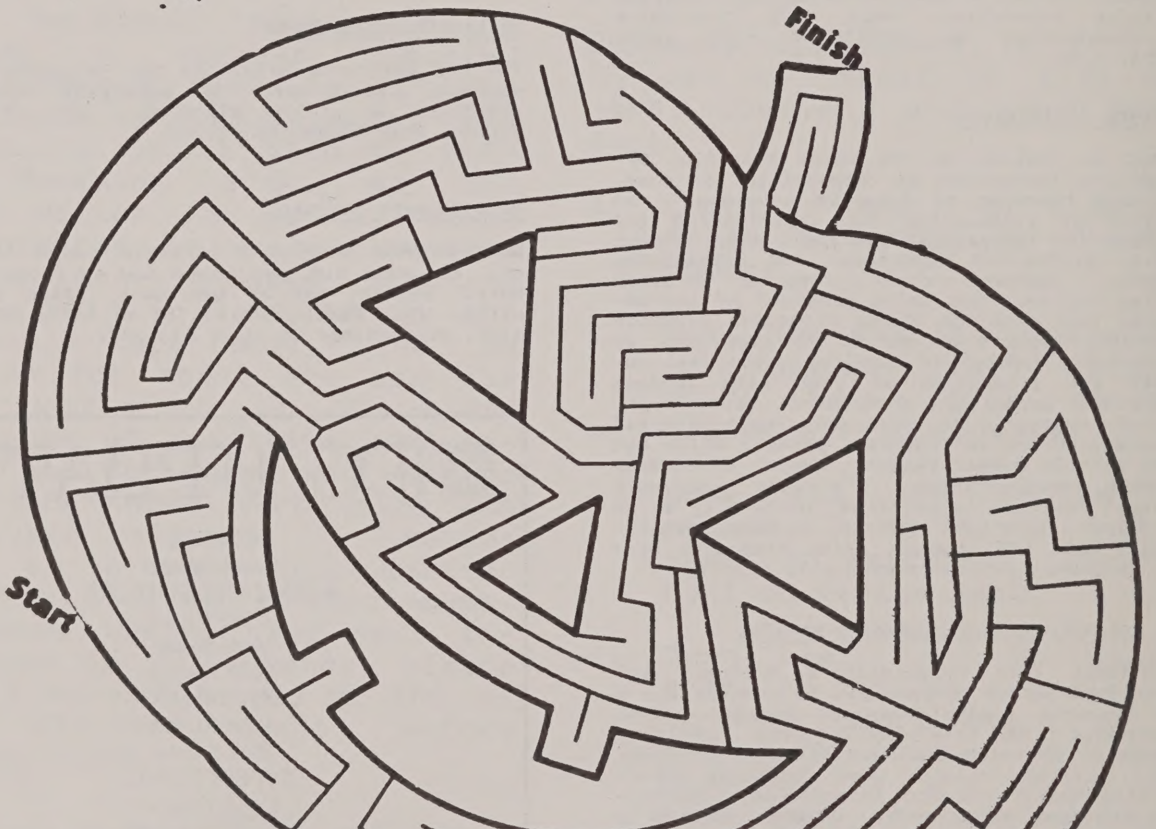
A PUMPKIN MAZE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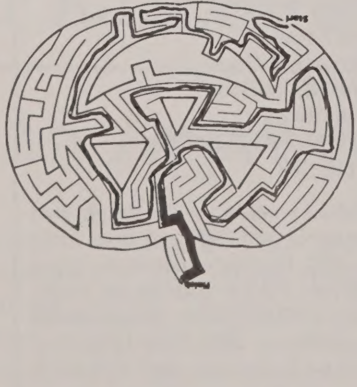

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COMPUTERWORLD ARGENTI RGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC.
■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN
■ CW PUBLIKATIONEN RWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

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G UPDATE

■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA
ORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC
COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES
SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 44 November 19, 1984

On Comm Holds Editorial Meeting

CWCI is pleased to announce that the first annual On Communications Editorial Meeting was an unqualified success. After signing off the inaugural issue of the newly spun-off magazine, On Comm staffers boarded a van and set off for Dorset, Vermont for the editorial meeting.

Participants included Editor BRUCE HOARD; Managing Editor PATTI HARTIGAN; Senior Writers JANET CAMERON and STEVE MOORE; Copy Editors KATHLEEN CAHILL and LISA GUISBOND; Staff Writers BOB WALLACE and MARGIE SEMILOF; Art Director DIANNE GRONBERG; and Editorial Assistant KAREN WALLACE. The two days of meetings turned out to be highly productive, largely due to On Comm Associate Publisher CHRIS LEE.

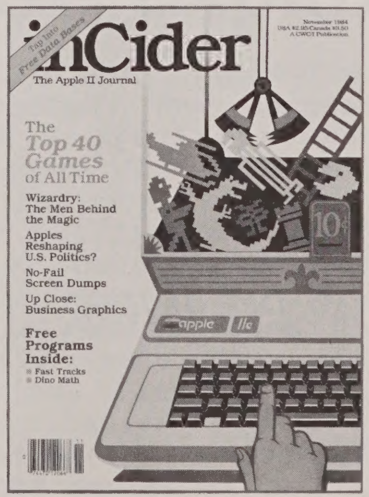
Evenings at the Barrows House where the On Comm staffers lodged were anything but dull, as they enjoyed games of Trivial Pursuit. On the weekend, the staffers took a well-deserved break from meetings by climbing Dorset Peak, led by Lisa Guisbond and followed by Kathleen Cahill.

Congratulations to the staff of On Communications on a productive meeting, and best wishes for next year's success.

inCider Features Apple Games

CW Communications/Peterborough has announced a special feature section of inCider magazine devoted solely to Apple II games, entitled "The Gaming Life." In the November issue, inCider editors cast their votes for the top forty Apple II games of all time. The selection will encompass the entire spectrum of Apple II entertainment, from arcade games to complex simulations.

Continued on Page 3


Tap Into Free Data Bases
inCider
The Apple II Journal
November 1984
The Top 40 Games of All Time
Wizardry: The Men Behind the Magic
Apples Reshaping U.S. Politics?
No-Fail Screen Dumps
Up Close: Business Graphics
Free Programs Inside:
Fast Tracks
Dino Math
apple //c

International Data Group, Inc.
U.S. Office Listing

Wayne Green Enterprises
Route 202 North
Peterborough, NH 03458
(603) 924-9261

Computerworld/Chicago Sales
2600 South River Road
Suite 304
Des Plaines, IL 60018
(312) 827-4433

CW Communications/Peterborough
80 Pine Street
Peterborough, NH 03458
(603) 924-9471

IDC/Chicago
444 North Michigan Avenue
Suite 2910
Chicago, IL 60611
(312) 644-0355

Headquarters:
PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415)861-3861

Headquarters:
International Data Corporation
5 Speen Street
P.O. Box 955
Framingham, MA 01701
(617) 872-8200

Computerworld/San Francisco Sales
300 Broadway
Suite 20
San Francisco, CA 94133
(415) 421-7330

Corporate Headquarters:
International Data Group, Inc.
5 Speen Street
P.O. Box 1450
Framingham, MA 01701
(617) 875-5000

A/V World
40 Speen Street
4th Floor
Framingham, MA 01701
(617) 620-6000

Headquarters:
CW Communications Inc.
375 Cochituate Road
P.O. Box 880
Framingham, MA 01701
(617) 879-0700

Headquarters:
InfoWorld
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-4602

Micro Marketworld
1060 Marsh Road
Menlo Park, CA 94025
(415) 328-8064

Link Resources, Inc.
215 Park Avenue South
New York, NY 10003
(212) 473-5600

IDC/New York
c/o CW Paramus Plaza 1
140 Route 17 North
Paramus, NJ 07652
(201) 967-1350

Computerworld/New York Sales
Paramus Plaza 1
140 Route 17, North
Paramus, NJ 07652
(201) 967-1350

Yates Ventures
3350 West Bayshore Road
Suite 201
Palo Alto, CA 94303
(415) 424-8844

Computerworld/West Coast
Editorial
1060 Marsh Road
Menlo Park, CA 94025
(415) 328-8064

CW Communications/Editorial
1273 National Press Building
529 N.W. 14th Street
Washington, DC 20045
(202) 347-6718

IDC/Santa Clara
1333 Lawrence Expressway
Suite 440
Santa Clara, CA 95051
(408) 244-5710

IDC/Washington Division
1500 Planning Research Dr.
Suite 240
McLean, VA 22102
(703) 893-0833

IDC/Santa Monica
1448 15th Street
Suite 101
Santa Monica, CA 90404
(213)458-1681

Computerworld/Atlanta Sales
1853 Peeler Road
Suite D
Atlanta, GA 30338
(404) 394-0758

Computerworld/Los Angeles Sales
18008 Sky Park Circle
Suite 260
Irvine, CA 92714
(714) 261-1230

IDC/Dallas
5400 LBJ Freeway
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One Lincoln Centre
Dallas,TX 75240
(214) 991-1796

Computerworld/Houston Sales
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Houston, TX 77063
(713) 952-1220

Micro Marketworld
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Suite 244
Irvine, CA 92714
(714) 754-0187

YATES

PC WORLD

CW COMMUNICATIONS/INC.

InfoWorld

IDG UPDATE

IDC

LINK

From Page 1

KERRY LANZ, inCider's Review Editor, offers "Off To See The Wizards" with an in-depth look at the creators of "Wizardry," the most popular fantasy role-playing adventure series ever conceived for the Apple II.

The November issue of inCider will also include "The Glau Report," featuring a comparison of four popular business graphics programs, and "Fast Tracks," a fast-moving, two-player game inspired by a Walt Disney movie.

CWCI & IDC Battle in Football

On Saturday, November 3rd, the CW Communications Mud Rats powered their way to an impressive 21-0 victory over the International Data Corp. Fighting Analysts. CW's GLEN RIFKIN tossed the 3 touchdown passes that won the game, including a 98-yard pass to CHRIS McGRATH. SCOTT BAUM and JEFF CORDEIRO had the other scoring passes in the game. JEFF COGEN and JOE STALVEY intercepted 2 passes each, while the rest of the defensive rush, led by MITCH HAYES and JOHN GALLANT, kept pressure on the IDC quarterbacks all day. IDC's LARRY BISHOP, who suffered a broken bone in his hand early in the game, played quarterback right to the last play. HANK JANSEN was IDC's MVP with 2 receptions, 1 interception and 2 sacks. The game was reportedly clean and argument-free. According to MIKE HOVAGIMIAN (IDC), who helped organize the game along with GLEN RIFKIN (CW), it was a "really good game." IDC has not given up, however; in fact, they called a rematch. Watch for future headlines.

The CW Team members were: GLEN RIFKIN, BOB WALLACE, JOHN DESMOND, JOHN GALLANT, JEFF COGEN, BILL LABERIS, CHRIS MCGRATH, JAY NOVACK, JIM KOTSAFTIS, MITCH HAYES, JEFF CORDEIRO, SCOTT BAUM, RICH PRIANTE, JOE STALVEY, and JOHN DIX.

The IDC Team members were: LARRY BISHOP, PETE TOWNSEND, DAVID ALERCOMIC, KEN SCHOLL, HANK JANSEN, RALPH FINOS, DAVE MOSCHELLA, STEVE ZAMIEROWSKI, ADAM ZOIS, BRIAN MEANY, RUSS ONOFRIO, DAMIAN RINALDI, and MIKE HOVAGIMIAN.

Future European Briefing Sessions

MARK YOUR CALENDARS! . . . tentative dates for IDC's 1985 European Briefing Sessions are:

Copenhagen -- May 6
Stockholm -- May 7
Amsterdam -- May 9
Brussels -- May 10
Frankfurt -- May 13
Paris -- May 14
London -- May 17
Madrid -- May 20

WGE Expands

Wayne Green Enterprises of Peterborough, New Hampshire was granted a special exemption by the Hancock Board of Adjustment early last month to move into a factory building for a scheduled November occupancy. WGE will continue corporate operations from its Peterborough location, but will move its editorial, production, advertising sales, and circulation offices to the new one-story Hancock facility of 13,000 square feet.

IDG's Update on Electronic Mail

IDG's International Network continues to grow. During November our electronic mail system will enter its second year of service. Today we have active users in 14 countries on five continents, covering both large and small IDG subsidiaries.

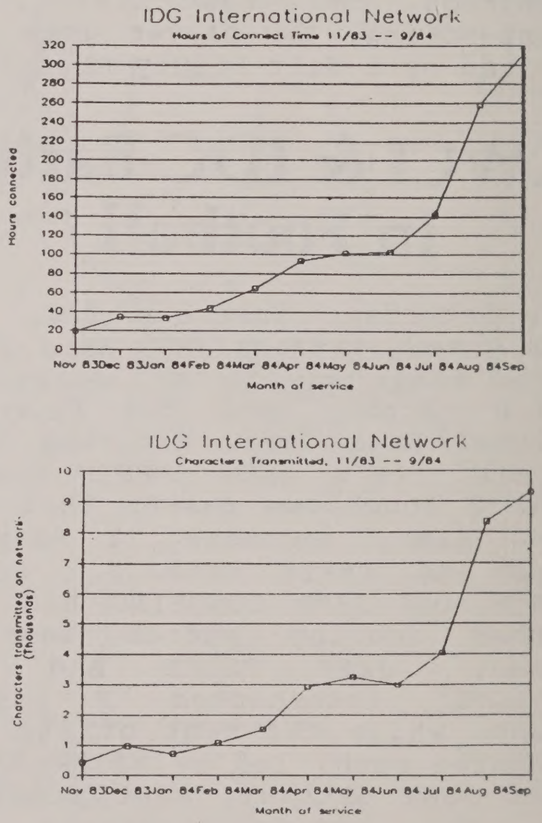
"Usage of the network has really expanded," commented BILL SELL, IDG's Manager of International Telecommunications. "Our publishing operations are the largest users, with over 60% of the total connect time. We have two news services operating now, and a few more being planned by the market research companies."

The IDG International Network uses OnTyme Software and is based on Tymnet, an international public data communications network.

Most IDG international network users access the system by dialing a local telephone number. Several offices have had delays in joining the electronic mail service due to equipment problems. "At IDC in Framingham we are several months behind schedule due to modem supply shortages, and some countries are waiting on personal computers and others on terminals," reported Bill. "We underestimated these problems, but hope to have most users connected by early 1985."

Among the programs available to IDG operating companies are electronic messages between offices, and news services from Computerworld and PC World. Link Resources in New York will debut three newsletters and executive abstracts of market research reports during the next months, and IDC/Framingham will feature management bulletins from the various services during November.

Instrumental to the success of the network are the company account supervisors who have helped by working with users within their operating groups.



Hours of usage and characters transmitted on the IDG International Network have increased greatly during the past few months. IDG companies were connected to electronic mail 318 hours during September, and 9.2 million characters were sent or received.

Company supervisors are: SCOTT BAUM, CWCI (based in Framingham); PAM GENDREAU, IDC (based in Framingham); KAREN DOWELL, PC World (based in San Francisco); WAYNE BLOODWORTH, Link (based in New York); MATT SMITH, CWC/P (Peterborough); BOB HOSKINS, InfoWorld (Menlo Park); and PETER MARVIT, Yates Ventures (Menlo Park).

E-Mail User Index

November 19, 1984

INTERNATIONAL DATA GROUP:

- Chairman's Office
  - IDG.P/McGovern
  - IDG.C/Famosi
  - IDG.T/McNeill
  - IDG.B/Sell
  - IDG.S/Woit
  - IDG.V/Bagley
  - IDG.T/Russo
- Finance/Administration
  - IDG.B/Murphy
  - IDG.T/Bloom
  - IDG.I/Thalmessinger
  - IDG.S/Young

CW COMMUNICATIONS, INC.

- Headquarters/Administration
  - CWCI.W/Boyd
  - CWCI.L/Vidmer
  - CWCI.M/Kibbee
  - CWCI.D/Waters
  - CWCI.C/Audlee
  - CWCI.J/Creighton
- Computer Systems Group
  - CWCI.J/Cordeiro
  - CWCI.S/Baum
  - CWCI.J/Casalegno
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  - CWCI.S/Merchant
  - CWCI.M/Stern
  - CWCI.F/Cutitta
  - CWCI.I/Barbagallo
  - CWCI.K/Hazarian
- Conference Management
  - CWCI.B/Leitch
  - CWCI.N/Hedges
  - CWCI.N/Rubin
- Australia (Sydney)
  - CWCI.A/Power
  - CWCI.N/Angove
  - CWCI.Sydney
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  - CWCI.S/Coleman
  - CWCI.Melbourne
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  - CWCI.B/Roebuck
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  - CWCI.A/LeBlois
  - CWCI.J/Cohen
  - CWCI.J/Pellandini
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  - CWCI.D/Eckbauer
  - CWCI.G/Knauft
  - CWCI.R/Korbner
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  - CWCI.K/Niwa
  - CWCI.H/Irie
  - CWCI.Japan

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- Sweden
  - CWCI.B/Marnfeldt
  - CWCI.I/Marand
  - CWCI.P/Elmlund
  - CWCI.G/Eriksson
  - CWCI.Sweden

INTERNATIONAL DATA CORPORATION

- Headquarters/Administration
  - IDC.P/Rowell
  - IDC.J/Kramer
  - IDC.L/Bishop
  - IDC.P/Gendreau
- Information Services
  - IDC.J/Todd
  - IDC.D/Clark
- Research
  - IDC.W/Zachmann
- Professional Services
  - IDC.J/Hart
- IDC Washington Division
  - IDC.Washington
- Pacific Technology Center
  - IDC.N/Kleinman
- IDC Research West
  - IDC.A/Goldberg
- Australia
  - IDC.L/Rust
  - IDC.M/Pearce
  - IDC.Australia
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  - IDC.Y/Delacour
  - IDC.France
- Hong Kong
  - IDC.S/Hui
  - IDC.Hongkong
- Netherlands
  - IDC.H/Vanonna
  - IDC.Benelux
- Japan
  - IDC.Y/Ogino
  - IDC.K/Maesato

LINK RESOURCES

LINK.S/Sieck
LINK.W/Bloodworth

PC WORLD COMMUNICATIONS INC.

PCW.D/Bunnell
PCW.K/Dowell

CWCI/PETERBOROUGH

CWCP.M/Smith

INFOWORLD

INFOW.T/Kothman
INFOW.B/Hoskins

YATES VENTURES

YVI.P/Marvit

People

Congratulations to LINK's Director of Videotex Services, Bernell Wright, and his wife, Carolyn, who are the proud parents of Samantha Nicole, born on Halloween, October 31st at 8:05 A.M. "Sam" weighed in at 7 pounds even. Both mother and baby are healthy and happy.

Promotions

Congratulations to ANN DOOLEY of CWCI, who was recently appointed to the position of Editorial Director of CWCI's Special Focus Publications. Ann, the previous editor of Computerworld's Office Automation, will now be responsible for the editorial aspects of the new Computerworld focus publications, to be published ten times in 1985. Best wishes for continued success, Ann!

Transfers

CWCI welcomes KAREN LETENDRE to the position of Regional Sales Manager for Micro Marketworld in the Menlo Park office. Karen will be responsible for covering the Northern California and Northern Nevada territory. Karen's most recent position involved selling advertising for RUN, inCider, 80 Micro, and Hot CoCo, covering Southern California. Her background includes four years of sales for Wadsworth Publishing and Mayfield Publishing in the book field. She also has several years of experience with McGraw-Hill in administration and support functions. Karen's track record with CWCI in Peterborough was simply excellent, and Micro MarketWorld welcomes her talents and energies to their sales staff. Best wishes in your new challenging position, Karen!

New Employees

It is a pleasure to welcome AMY ALLISON as the new Account Executive for the Eastern Region Sales Team. Amy comes, most recently, from Ovation Technologies, Inc., a start-up development software company, whose first product consisted of an integrated business productivity program for microcomputers. Amy was their Promotions Manager and was responsible for such things as organizing and directing nationwide product presentations for IBM User Groups, Micro Manager Associations, and M.I.S. Management, as well as other marketing management tasks. Amy is a graduate of Skidmore College, and has climbed on Mt. Everest. Amy now resides in Brighton, Mass. and enjoys skiing, tennis, and windsurfing. Good luck, Amy.

Congratulations to IDC's newest member, CATHIE MARKOW. Cathie is the Research Manager in IDC's Leasing Planning Service (LPS) Department. In her new job Cathie is in charge of writing the IBM Newswatch and other publications for LPS. Cathie comes to IDC from Boston City Hospital where she worked as the manager for the Quality Assurance Department. Her main responsibility in this position was to monitor the quality of hospital care for the patients. Cathie

Continued on Page 8

attends Northeastern as a business major and a candidate for her MBA, which she will receive in June, 1985. Cathie now resides in Boston and away from the office enjoys running and photography.

Anniversaries

One-Year Anniversaries

Mike Duran, CWCI/P
Thomas Flynn, CWCI
William Smith, CWCI/P
Leslie Walden, CWCI/P

Two-Year Anniversaries

Harold Bjornsen, CWCI/P
Sandy Caron, CWCI/P
Christine Destrempes, CWCI/P
Denise La Sala, CWCI/P
Alice Longley, CWCI
Craig Pierce, CWCI/P

Three-Year Anniversary

Sheryl Merchant, CWCI

Four-Year Anniversaries

Larry Ahern, CWCI/P
Jane Preston, CWCI/P
Thomas Willmott, IDC

Five-Year Anniversary

Ginnie Boudrieau, CWCI/P

Six-Year Anniversary

Rita Rivard, CWCI/P

Ten-Year Anniversary

Jack Burnett, CWCI/P

Etcetera

New Address

Please note the following change of address for IDC's Sweden operation:

IDC Sweden
Soroegatan 21
S-163 41 Spaanga, Sweden
Telephone: (08) 750.6774

Fitness Focus

Thanksgiving — An American Tradition

The first Thanksgiving in America was celebrated 363 years ago. In December, 1621 the Pilgrims of Plymouth Colony gathered for a three-day feast to give thanks for the blessings of the past year, although it had been a hard one with a severe winter and with 103 Mayflower passengers dead.

To celebrate, they shared their hospitality and harvest with the neighboring Indians. Today we don't have to worry about rain

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for crops, just finding a parking space at the supermarket. We have conquered the land.

There isn't any more "out west" to expand to. We have done a lot since that first Thanksgiving, but more remains to be done.

Religious freedom which the Pilgrims sought is now a reality, but there is much progress to be made in solving the problems of a burgeoning society - poverty, disease, war, violence, and ignorance. We need to take time to evaluate the challenges before us and prepare to conquer them as the first Pilgrims conquered the land and made new friends. Perhaps we need to stop for a moment, then run twice as fast toward our goal.

Thanksgiving is a good time to pause -- to give thanks for the blessings of the past and to gain strength for the challenges ahead.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

POSITION OPENINGS

Wayne Green Enterprises has several openings at its office in Peterborough, New Hampshire. These openings include positions such as: Marketing Coordinator, Advertising Sales Representative, Designers/Illustrators/Entry-Level Artists, Secretary/Administrative Assistant, Manager Trainee, part-time Telemarketers, Microcomputer Programmer, Data Entry Operator, Market Research Analyst, and Copywriter. Interested candidates should contact Kathryn Garrett of Wayne Green Enterprises at Route 202N, WGE Building, Peterborough, New Hampshire, 03458, or call (603) 924-9261 for more information.

SOFTWARE WATCH WRITER

IDC publications is in search of someone having a good understanding of the software industry who can discern the underlying issues facing players, write lucidly on the intricacies of the industry and its players, and who likes to talk to the actual movers and shakers of the industry to get the inside scoop. The job responsibilities include the creation of monthly newsletters and an undefined number of special reports. This position opens officially on January 1, 1985. To apply, contact Molly Upton at IDC, 5 Speen Street, Framingham, MA 01701, (617) 872-8200, x238.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Carol Famosi, Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your name: ______________________________

Company: ______________________________

Telephone: (______) ______________________

Text: ______________________________

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IDG UPDATE

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Volume 14, Number 40 October 22, 1984

LMI's Guide Is Released

The first issue (1984/1985) of Le Guide du Monde Informatique, CWCI's Buyer's Guide for the French-speaking computer community, was announced recently. Published by Computerworld Communications S.A. in France, this reference source provides a variety of information on the computer-related market, including the companies, dealers, software houses, data services, systems houses, industry leaders, computers and component services in France.

LE GUIDE
DU
MONDE INFORMATIQUE
Computerworld Communications
EDITION 1984/1985

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IDC Benelux Becomes Subsidiary; Opens Belgium Office

IDC Benelux in Amsterdam, existing as an agent for the past 18 months, recently became a full subsidiary operation of IDC. IDC/Framingham is pleased to announce that HUBERT VAN ONNA, who served as head of operations at the agency, has accepted the position as full-time General Manager of IDC Benelux. IDC Benelux generated substantial business during the agency period, and is now expected to offer the traditional country services, including local reports and telephone inquiry.

As part of the creation of the IDC Benelux subsidiary in Amsterdam, IDC announced the formation of a branch office in Brussels, Belgium under the direction of ALAIN COUSIN. Alain, a native Belgian, is multilingual in French, Italian, English, and Dutch. His background is in marketing consultancy and market research in the information sector. Office management at IDC Belgium is in the hands of MARIAN REED. One

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CWCI G&A Department

W. WALTER BOYD is President of CW Communications/Inc. and also serves on the Board of Directors for IDG. Walter joined Computerworld on New Year's Day in 1968, shortly after the launch of the paper. Since that time Walter has been involved in the growth of CWCI from the one flagship publication in the United States to over 50 computer-related publications in 26 countries.

Walter's job has taken him to the far corners of the world many times over. Presently, 80% of his time is spent on international business in order to guide the continuing success of CWCI's existing publications while at the same time keeping a pulse on the marketplace for future start-ups.

Walter is originally from the mid-West, where he graduated from the University of Chicago with two degrees. He has been involved with many organizations over the years, including the American Business Press, the Audit Bureau of Circulations, the Direct Marketing Association, the Association of Second Class Mail Publications, RED TAG, and the Boston University Marketing Management Center. Walter enjoys the arts and weekends at his new Cape Cod home when his busy schedule allows him some leisure hours.

Walter Boyd Marion Kibbee

MARION KIBBEE, Assistant to the President of CWCI, has been with the company for nearly 10 years. During this time span, Marion has seen a tremendous amount of change and growth within the CWCI family. Marion's area of responsibility has taken a change over the past few months from being the Supervisor of the General Administration Department to handling mainly international-related operations. Along with the support of the President's office, international activities include coordination of worldwide meetings, monthly financial reports, and annual budgets. In her personal life, Marion is currently directing the construction of a new home. She loves to travel, shop, and take in a quiet weekend along the Maine coast when time permits. Her most precious possessions are her 22-year old son and a 10-year old godchild, Stephanie.

Executive Vice President of CW Communications is LEE VIDMER. Lee is responsible for all company operations in the Framingham headquarters. Joining the company as Production Manager for Computerworld, Lee figured a two-year stint with a small company located over a Chinese restaurant would be sufficient. In March, 1985 Lee celebrates her ten-year anniversary with the company. In 1978, Lee was named Vice-President of Production, and in 1982 she was promoted to Senior Vice-President. This past May she was named Executive Vice President. A resident of Brookline, Lee is a classical music lover and would-be cellist. Her friends are amazed that she has become a Jane Fonda work-out addict. Her favorite hobby, however, is lounging at the pool or beach.

Lee Vidmer

DEBBIE WATERS-COLACCHIO is Administrative Assistant in CWCI's President's Office. Holding this position for almost two years, Debbie has learned the entire operation of the President's office. Debbie attended Massachusetts Bay Community College for 1-1/2 years before joining CWCI full-time. She plans on returning to school in January in order to complete her work towards an Associates degree in Executive Secretarial Science. In her spare time, Debbie enjoys rollerskating, going to Bruins hockey games, and attempting to play golf.

Jeff Cordeiro Nancy Shannon Debbie Waters

NANCY SHANNON has been the General Administration Assistant at CWCI for almost seven years. She presently heads up copyright, reprints and permissions, along with purchasing, inventory and maintaining all office equipment and supplies at CWCI. Nancy is a "true New Englander" and has three sons, four daughters, and three grandsons. She loves dancing, bowling, biking, rollerskating and anything where she can simply "have fun." She also enjoys reading a good book by the fireside in quieter moments.

International Applications Manager for CW Communications is JEFF CORDEIRO. Jeff is in charge of developing and implementing an International Financial System for CWCI and its international subsidiaries. A member of CWCI since April, 1984, Jeff received his MBA from Babson College in 1982. After college he held the position of Senior Analyst at McCormick & Dodge, and at Digital Equipment Corporation. When not working, Jeff enjoys traveling, exotic cars, dining out, and visiting beaches.

CAROL AUDLEE serves as Assistant to the Executive Vice President of CWCI. Along with the administrative support which she provides, Carol is also responsible for the administrative staff of CWCI, including the mailroom center and maintenance area, as well as ordering all company office furniture. She began her career in 1980 with Computerworld as a paste-up artist. When at home in Stoughton, she enjoys gardening, camping, hitting all the country fairs, and trying to keep her sheepdog "Rags" clean. Her newly found sport is "trying" to play golf.

Rick Ciliberto Carol Audlee Tony Brown

RICK CILIBERTO is Facilities Manager for CWCI. His responsibilities include overseeing all electrical, maintenance and mail center operations. Rick joined CWCI in 1982 after working for Lieser Electric for four years. Rick holds an electrical license from Blue Hill Technical School, and is presently attending classes to earn a Masters of Electrical. He enjoys hunting, fishing and all sports in his free time.

TONY BROWN is the Mail Center Supervisor for CWCI. Tony has been with the company since May, 1982, during which time he worked as a part-time employee in the Maintenance Department. He moved from Maintenance into the Mail Center, into the post of Shipper/Receiver, and most recently to Mail Center Supervisor. Tony is presently completing his degree in English at Quinsigamond Community College in Worcester. He also has plans to be married at the end of October and will continue to reside in Worcester.

Chris McGrath **John Boiardi**

Jim Pernock **Frank Wielki**

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

October, 1984

TOPIC: PRESENTATION & PERSUASION

DATE: October 30, 1984; Airport Park Hotel, Los Angeles, CA.

COST: $155 per person. Group discounts available for 3 persons or more.

"Presentation & Persuasion" is a seminar offered by the Fred Pryor Seminars, Inc. from which you will learn the subtle techniques of professional speakers and top level persuaders. You will learn how to capture and hold the attention of an audience, how to defeat the fear of presenting your ideas to others, the secrets of the best "raconteurs", how to use humor, presentation techniques to speak one-on-one, and how to sell an idea. These are only a few of the fascinating topics of discussion. Managers, supervisors and sales personnel can profit from training in presentation skills.

TOPIC: PERSONAL COMPUTERS - A TOOL FOR MANAGERS AND SUPERVISORS

DATES: October 31 - November 2, 1984, Marina International Hotel, Los Angeles, CA. Also December 17-19, San Francisco Hilton Tower, San Francisco, CA.

COST: $575 per person, includes tuition, materials, and refreshments.

This three-day seminar is presented by Practical Management Associates, Inc. to increase management effectiveness. The course is designed for the manager who knows little or nothing about computers. Data processing managers should not attend as this is a familiarization course. If you are asking yourself questions like, "What's the impact on me?", "How can I get involved?", "Will I be more effective?", then this computer course is for you. You will perform hands-on practice, learn to create a tailored spread sheet, learn about data base management and teleprocessing, and more.

TOPIC: HOW TO MANAGE THE OFFICE STAFF

DATE: November 15, 1984, Ambassador Hotel, Los Angeles, CA.

COST: $155 per person. $145 per person for company teams of three or more. Fee includes all materials and refreshment breaks.

Presented by the Fred Pryor Seminars, Inc., this seminar will help the office manager whose responsibility is for the continued morale and motivation of the office staff. It will teach you to organize, monitor, and supervise. You will learn to coordinate group efforts, control the office staff and its work, and how to deal with special problems. You will also learn how your credibility is affected by what you think and what you do.

TOPIC: SUCCESSFULLY WORKING WITH PEOPLE

DATE: November 15, 1984; Hyatt Regency, San Francisco, CA.

COST: $165 per person. Fee includes all workbook and handout material.

The American Center for Management Development presents this seminar designed specifically to increase your ability and confidence in working effectively with others. To maximize your career potential you will learn to deal with difficult people, be assertive without being aggressive, ask for what you want in the right way, defuse angry and hostile situations, work for mutual gain, handle worry and stress, gain cooperation, and more! Whether you are an experienced manager or a brand-new employee, you will gain practical skills and insights that you can put to work immediately in your professional and personal life.

TOPIC: TELECOMMUNICATIONS I - AN INTRODUCTION TO VOICE COMMUNICATIONS

DATES: November 15-16, 1984, Marriott Hotel, Fisherman's Wharf, San Francisco, CA.

COST: $797 per person.

This non-technical, introductory course presented by Datapro Educational Services will help familiarize you with the structure of today's telecommunications industry. End users, supervisors, and managers of organizations planning will benefit from the broad overview provided. By the end of the course you will have a thorough understanding of the make-up of today's telephone industry, understand the basic technologies employed in voice communication systems, know the basic types of business telephone systems and the issues involved in selecting them, and be able to perform basic traffic engineering and use the standard terminology with confidence.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

Shipper/Receiver for CWCI is JIM PERNOCK. Jim began work with CWCI directly after graduating from Stoughton High School. He is responsible for all incoming and outgoing freight. Jim is presently attending evening classes at Bridgewater State College with a major in Accounting. In his spare time he enjoys weight lifting.

JOHN BOIARDI has been a member of the CWCI Mail Center since April, 1981. He originally worked for CWCI on a part-time basis during school and fulltime during the summer months. John attended Boston College for 1-1/2 years, and is currently attending Boston College in the evenings. In his spare time, he enjoys parties, weightlifting, going to clubs, and watching football.

CHRIS MCGRATH joined CWCI in March, 1984, and has assumed many responsibilities which include opening the CWCI building at 7:00 a.m. (5:00 a.m. if it is snowing!), relocation of office furniture, painting, wallpapering, carpentry, and helping with electrical work. Chris is presently attending evening classes at the Peterson School of Steam Engineering, where he is specializing in heating, ventilation, and air conditioning. Chris is a resident of Randolph, and he also keeps busy there with household maintenance. He enjoys hunting, fishing, snow skiing, rock and roll music, and flying small aircraft.

FRANK WIELKI has been with CWCI's mailroom for two months. He is currently living in Hopkinton, Mass. with his wife and newborn child. In his spare time he attends evening courses at Northeastern University and is busy renovating their home.

Corporate Telecommunications Manager is JANE CREIGHTON. Jane is responsible for ensuring that telephones are up and running at all times. Her educational background includes a B.A. degree in Music and Performing Arts. She is also a germologist and an avid tulip cultivator and animal lover. Jane admits, however, that she doesn't have much time for her leisure activities.

Olga Greenwood

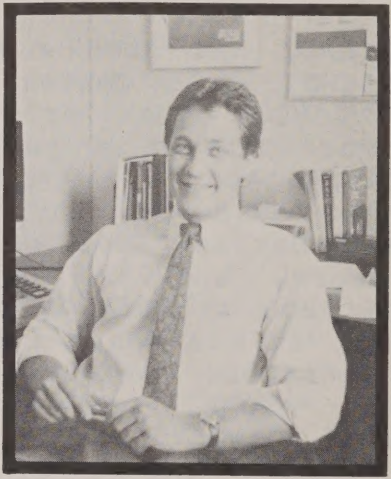
OLGA GREENWOOD is the Assistant Telecommunications Manager at CWCI. She has a very busy schedule between her job, her family and schooling. Olga is currently attending classes to attain her Associates Degree in Business Management. She is fluent in Spanish, having been born in Havana, Cuba. Previous to CWCI, Olga worked as a substitute teacher for three years in the bilingual department of the Framingham school department.

The first face one often sees upon entering CWCI is MARY RINALDI, Switchboard Receptionist. Mary joined the company this past February. A long-time resident of the Framingham/ Ashland area, Mary and her husband spent six years in Meredith, New Hampshire where they ran a bowling house. They then returned to Framingham in 1981. In her spare time, Mary enjoys swimming and skating.

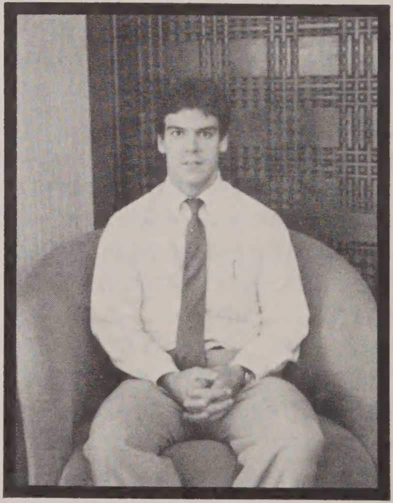
Mary Rinaldo Marilyn Pellegrini

MARILYN PELLEGRINI is another friendly face at the CWCI Reception desk. Her front desk position of greeting clients and directing phone calls never leaves a dull moment. Although a contract employee at the present time, she hope to become a permanent employee in January. Marilyn enjoys bowling, crafts, and reading. Her husband is the owner of a local landscaping company, and her eldest son is pursuing a college degree in landscape design. She also has a son in highschool. Previous to CWCI, Marilyn worked for Credit Data of Central Massachusetts as a credit investigator.

DEREK HULITZKY is a management trainee at CW Communications. Derek is training in various key departments in an effort to learn about publishing and to apply practical managerial skills and knowledge to the functions of each department. Derek graduated from the Whittemore School of Business and Economics at the University of New Hampshire in 1983 with a degree in Business Administration and English. He is presently working with the systems group at CWCI on current advertising and billing applications and future needs. He will be moving on to train at IDG, the corporate headquarters, in January. Derek's hobbies include swimming, skiing and tennis.



Derek Hultizky



Geoff Dodge

Also involved with the Management Training Program is GEOFF DODGE. Geoff arrived at CWCI in August, 1983. Among the many departments in which he has been involved, Geoff has worked with the CW Conference Management Group, Production Department, Micro Marketworld Editorial, Display Advertising, and International Marketing Services.

Geoff is currently working with the CW Direct Marketing Service and will continue to work with various departments in order to gain "hands-on" training. In his spare time, Geoff enjoys playing hockey, tennis and golf.

More News...

LMI's Guide

From Page 1

This 377-page manual, scheduled to be published yearly, is indispensable to those making decisions on computer-related investments and acquisitions in their individual organizations.

The Guide is organized into three sections. "Entreprises" examines the companies, their profiles, and the nature of the business (i.e., whether they are manufacturers, OEMs or distributors). It covers their net sales, and the products and services they offer. "Produits et Services" examines products, services, and where to find them. The third section, "Responsables," discusses key industry leaders and their responsiblities within their individual organizations.

Le Guide du Monde Informatique also provides a 60-page synthesis of the studies published by IDC on the computer markets in France, Europe and the world. At the end of October, the Guide will also be available on-line through Le Monde Informatique's videotex system.

IDC Benelux

From Page 1

of IDC Belgium's first major activities will be the organization of IDC's first Briefing Sesion in Belgium, tentatively planned for May 10, 1985.

IDC Belgium is located at:

Boulevard M. Lemonnier 69
1000 Brussels, Belgium
Tel: 02.5114016
Tx: 23428

People

Warm wishes to JAY WAGMAN of IDC Santa Clara and his wife Diane, the proud parents of a newborn son, Nathaniel. Their baby was born on October 3rd, weighing 6 pounds, and both mother and child are healthy and happy. Congratulations!

STEPHEN MOORE, recently appointed as Conference Manager of the Expo Division of Computerworld Pty. Ltd in Australia, graduated this month from the University of New South Wales with a Master of Arts. His three-year research thesis involved a comparative analysis of three of Thomas Hardy's novels, examining the social factors behind the editing of Hardy's works in serial form in magazines and in book form. The subject area has since been taken up by the University's School of English, and Stephen has been accepted as its third doctoral candidate in 11 years to explore the impact of pre-Raphaelite and Impressionist schools on Hardy's artistic style. Stephen has been with

CWCI/Australia for three years and has held a number of senior editorial positions. Congratulations, Stephen, and best wishes in your continued studies!

Promotions

Congratulations to Laure Druaux of the Le Monde Informatique staff of CW Communications, S.A. in France. Laure was recently promoted from the position of Secretary to Production Secretary for LMI. Bien fait, Laure!

New Employees

Welcome to LISA GREY who recently joined the IDC Western Region Sales office as Sales Administration Assistant. Lisa comes to IDC from the Investors Annuity & Assurance Company. Prior to that she attended Pierce College in Los Angeles, California, studying legal secretarial skills. Best wishes, Lisa!

Computerworld Australia is pleased to welcome a new Associate Editor, LEROY MASON. Leroy comes from the ranks of the data processing community, graduating with a Bachelor of Applied Science (computing) with honors from the New South Wales Institute of Technology. Leroy spent the last two years as a programmer. In his spare time he enjoys reading, creative writing, aerobics, music, and personal computers. Welcome aboard!

Computerworld Communications S.A. in France is pleased to announce MARIE-GENEVIEVE BOUGUIN as a new member of the accounting group. Marie is responsible for the accounts of the Le Monde Informatique, GOLDEN and OPC clients. In her leisure, she enjoys music and sailing. Welcome to the CWCI/France team!

Also new to CWCI/France is FRANCOISE CHOQUET, Assistant to the Chief Accountant and Administration Department. Francoise holds a technical accounting diploma, and as the mother of two children, enjoys reading in her spare time. Welcome to the family, Francoise!

ALAIN BOURDON is a recent addition to the accounting group at Computerworld Communications S.A. in France. Here he handles the accounts of the suppliers and general accounts for Micro-Presse, as well as for CWCI/France. Alain holds a technical accounting diploma, and participates in fishing competitions and horseback riding in his leisure. Welcome aboard, Alain!

The staff of Le Monde Informatique at CWCI/France is pleased to announce OLIVER RODEL has joined as Assistant to the Editorial Department. In this position, Oliver is responsible for the coordination between each journalist of the newspaper. His educational background includes a two-year period of career advising to a hostellery school in Paris, and military service in the French Navy. Oliver has also been a sub-editor for Univers Radio, a local station in Paris, and has worked at Radio Monte Carlo and L'Argus des Cereales. In his spare time he enjoys tennis, volleyball, and bowling. His favorite pasttime is travel, especially to the West Indies. Welcome to CWCI/France, Oliver!

Anniversaries

One-Year Anniversaries

Mary Burke, CWCI
Deidre Depke, CWCI
George DeSalvo, IDC
Jayne McGrath, CWCI

Two-Year Anniversaries

Sandra Brown, IDC
Kimberly Lindeman, CWCI
Lynn Stevens, PCI

Five-Year Anniversary

Dave Moschella, IDC

Six-Year Anniversary

Jane Desberg, CWCI

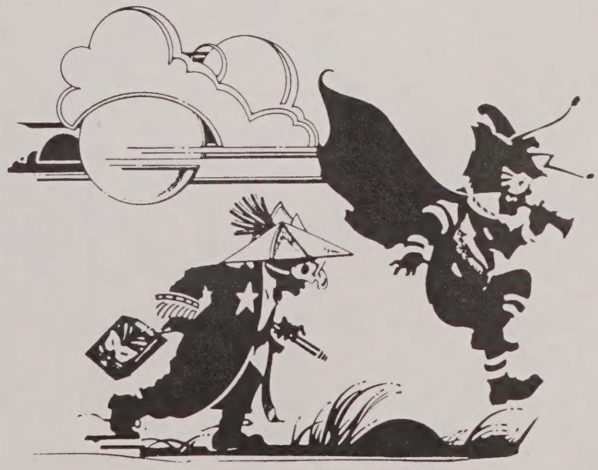
Fitness Focus

Make Halloween A Treat, Not A Trick

Halloween is a night filled with bats and black cats, witches, ghosts, goblins, and elves. The custom of "trick or treat" has its roots in centuries of tradition. In England, peasants went from house to house begging for sole cakes. In return for the sole cakes, the peasants would pray for the dead. In Ireland, farmers went from house to house begging for food for the village Halloween festivities. Generous donors were promised good luck, while those who didn't give had threats placed against them.

Halloween is still a time when tricks are played, and unfortunately sometimes those tricks are played on unsuspecting children. There are several safety tips that parents and children should follow on this night:

- Have a Halloween party at your house instead of having children walking outside at night.
- Children should wear reflective tape on their costumes or carry small flashlights when they do trick or treat.
- Be sure that an ill-fitting mask does not obscure a child's vision.
- Define the territory where your children may go trick or treating; only let them go to houses of people you know.
- Don't allow children to eat anything along the way before you carefully examine what they have collected. Discard anything that is homemade.



Etcetera

IAN THALMESSINGER, European Controller, has moved from the IDC Europa office and is now situated at:

Computer News Ltd.
99 Gray's Inn Road
London WC1X 8UT
United Kingdom
Tel: 01 931 9252
Tlx: 262346

Classified

MANAGER OF OPERATIONS

IDC's Washington Division is seeking a highly motivated individual to fill the position of Manager of Operations. This individual will be responsible for monitoring and reporting the finances, negotiating and collecting contracts for services sold, administrative support for the General Manager, and management of the office. Send replies to Marina Young at IDC's Washington Division, 1500 Planning Research Drive, Suite 240, McLean, VA 22102.

SENIOR COPY EDITOR

CWCI has an immediate opening for a Senior Copy Editor for Computerworld Focus Publications. You will be a back-up for the Associate Editor and work with the Associate Editor to get pages through production. You will be responsible for copy editing everything that goes into each issue, proofreading to check grammar, punctuation, spelling, style and format. You will also be responsible for measuring the copy, copy fitting, charts, sizing photos and writing headlines. Eventually you will become the Atex specialist/ resource person for Focus Publications. There may be an opportunity to learn the pagination process if time and scheduling permit. You should have at least one year of copy editing experience, a sharp eye for detail and the ability to work under deadline pressure. Experience on an electronic editing system is preferred, but not essential. To apply send you resume to Nancy Fleming, CW Communications/Inc., 375 Cochituate Road, Framingham, MA 01701.

SENIOR WRITER

CWCI has an immediate opening for a Senior Writer for Computerworld Focus Publications. As Senior Writer, you will be responsible for writing feature length and analysis articles on the computer industry. You will conduct phone and in-person interviews to cover several segments of the marketplace while building and maintaining contacts in these market segments. You will generate story ideas, suggest art ideas for stories, write some news shorts and product announcements. There is some travel involved as you will cover industry conferences and meetings. You will also work with the junior staff on story ideas and be a resource for them. We will need you to act as representative for the publication to vendors and users. A Bachelor's degree with at least two years of professional journalism experience is required. Computer industry knowledge is a plus. To apply, send your resume and writing samples to Ann Dooley, CW Communications/ Inc., 375 Cochituate Road, Framingham, MA 01701.

OFFICE ASSISTANT

Computerworld is in need of a full-time office assistant, a recent graduate looking for an entry-level position would be suitable for this position. The qualified candidate will work in the busy newsroom under the direction of the Assistant to the Editor. You will have a variety of responsibilities including opening and sorting mail, maintaining the index of published articles, taking phone messages for reporters and responding to telephone inquiries from the readers. You will assist with all necessary and important clerical details that help the editorial department operate efficiently. To qualify you should be organized, detail-oriented and able to keep on top of multiple responsibilities in a fast-paced environment. You should demonstrate good telephone skills and be an accurate typist. To apply, contact June Fettig, CWCI, 375 Cochituate Road, Box 880, Framingham, MA 01701.

RENTAL WANTED

Florida rental wanted. 1-2 bedrooms on or within walking distance of beach. Call Dorothy Mager after 6:00 p.m. at (617) 244-0784.

FOR SALE

Yamaha Electone E3 organ with tape recorder. Best offer. Call Joan Cassidy of CWCI at (617) 879-0700, x368.

FOR SALE

1980 Trans Am, excellent condition, 30,000 miles, transferable 2 year warranty from dealership. Call Marilyn Pellegrini during the day at CWCI at (617) 879-0700, or evenings at (617) 877-9499.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 39 October 15, 1984

IDC Expands To Norway

Attending the official opening of IDC Norway were (left to right) NILS LEMMING, IDC Norway Branch Manager; PATRICK MCGOVERN, IDC Chairman; DAVID ROUSE, IDC Scandinavia Managing Director; and ERNST TORP, IDC Norway Agent-Consultancy Services.

IDC Scandinavia is very proud to announce the opening of its first branch office, IDC Norway. The official opening was held in mid-September, with a presentation and reception attended by 40 directors of the Norwegian vendor community.

A presentation by Chairman PAT MCGOVERN on IDC's role as an information provider was very well received, as was DAVID ROUSE's speech on the impact of new technologies in the next five years. NILS LEMMING, the new Branch Manager for IDC Norway, spoke on the Norwegian data processing marketplace for 1984 through 1989, and ERNST TORP, IDC Norwary's agent for consultancy services spoke on software trends.

IDC's Norwegian office is located at: Sandviksvn. 12, Post Box 222, 1322 Hovik, Norway.

Spotlight

PCW Corporate Development & Books Division

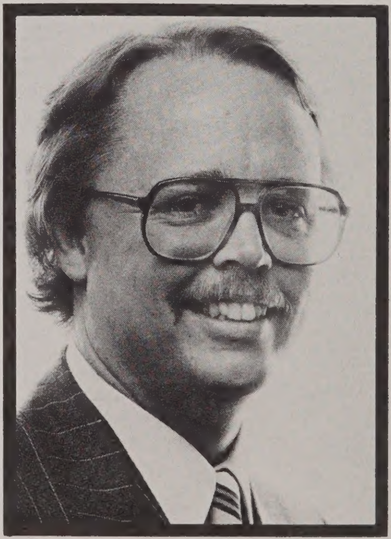
Corporate Development

The Corporate Development Department at PC World Communications, one of the few research and development departments in the CWCI publishing family, is devoted to expanding the company's image and business commitments. Generally concentrating on short-term projects, the department's endeavors occasionally expand beyond the staff's capability to control them.

PCW's Corporate Development Department has generated several new products, including PC World Books and MacWorld. It also incorporates Special Projects, the PC World International Network, and a communications and technical department.

The staff is currently involved in developing a personal computer television show, preparing a second disk insert for PC World, finalizing a home computing suppliment, promoting the PC World Software Review on-line and on disk, as well as coordinating parties and picnics for employee relations

DAVID BUNNELL, who serves as Publisher of PC World magazine, is famous in the publishing industry having his career accredited with being the founder of four of the most successful personal computer magazines, including Personal Computing, PC, PC World, and MacWorld. From the period 1979 through 1981, he was involved in many of the more significant personal computer developments, including the introduction of VisiCalc and the creation of Microsoft's Consumer Product Division. In 1975, he helped a small company in Albuquerque, New Mexico, launch the world's first personal computer--the Altair. David is married, has three children, and outside of his professional career he likes to go backbacking and spend time with his family.



David Bunnell

SUSAN KELLER, Director of Special Projects, works to develop new products and projects at PC World Communications. Some of

Continued

her most exciting work at PC World included writing the initial business plan for MacWorld, creating PC World's relations with Apple Computer, writing the proposals for the PC World five book Encyclopedia, and researching and developing the Microsoft floppy disk insert that was bound into the first PC World Software Review. More recently, she has introduced PC World into the limelight of TV programming. Prior to joining PC World Communications, Susan was a professional photographer which lead her to become the founding editor of Darkroom Photography magazine. Despite her demanding schedule at PC World, Susan finds time to play tennis three to four times a week. She also enjoys snow skiing, sailing, swimming, reading, and writing.

KAREN DOWELL has been with PC World Communications since September, 1983 as Administrative Assistant. She was recently appointed International Editor for CWCI feature magazines, and serves as the PC World network supervisor. Prior to joining PC World, Karen worked in computer medicine at the Department of Surgery in Boston's Beth Isreal Hospital, as a technical writer and lab technician at Pacific Medical Center in San Francisco, and as an international accounts supervisor at Wells Fargo Bank in San Francisco. Karen holds a B.A. degree in History and Biology from the University of California at Berkeley. Outside of the office, Karen enjoys reading, swimming, and touring the Bay Area on her bike.

Sales and Production Coordinator in PCW's Corporate Development Department is JEFFREY GLINES. In this position, Jeff assists in developing and implementing special projects. His duties tend to include anything and everything -- from clerical support to market research to making outside sales calls. Before joining PC World, Jeff's career was centered in the entertainment industry. He is an accomplished musician in both the classical and jazz fields. Jeff, who currently operates a freelance data and word processing service from his home, enjoys walking, cooking, cinema, and reading anything non-technical for recreation.

Susan Keller **Jeffrey Glines**
Randi Glaser **Karen Dowell**

RANDI GLASER began working at PC World Communications in February, 1984, as Publishing Office Assistant, and became Administrative Assistant after a recent reorganization within the department. Randi continues to monitor the office flow between divisions in the Publishing Department and provides clerical support plus interfacing with the various departments at PCW. She most recently organized and promoted the PC World company

Continued

picnic. Prior to joining the company, Randi worked as a shipping clerk at Dharma Publishing in Oakland, California. Her college background is in art and graphics, and she enjoys designing various art projects at home. Randi is also an avid dancer -- any style from folk to samba.

Books Division

Betsy Dilernia Joanne Clapp Jeremy Joan Hewes

PC World's Book Division was established as a department in March of 1983 when the company arranged with Simon & Schuster to publish a series of ten books about the IBM PC. These books carry the PC World Books imprint and are published by the Electronic Publishing Group of S&S. Three of the books are already on the shelves: Getting Started with the IBM PC and XT, How to Buy an IBM PC or Compatible Computer, and Essential Applications for the IBM PC and XT.

The Book Department, part of PCW's Editorial Department, is responsible for hiring the authors, editing the books, arranging for design and illustration, and producing camera-ready mechanicals.

JEREMY JOAN HEWES serves as Editor of PC World Books. In addition to her work with the books, Jeremy contributes to both PC World and Macworld as her time allows. With PCW since its founding, she originally acted as Associate Editor of PC World magazine. Previously she served as Associate Editor of PC magazine, and is co-author of Writing in the Computer Age published by Doubleday.

BETSY DILERNIA is PC World Books Editorial Production Manager. She brings to her role fifteen years of experience in publishing, beginning at Harper & Row in New York. Before joining PC World, she was Managing Editor at W.H. Freeman and Company, the book-publishing affiliate of Scientific American magazine.

JOANNE CLAPP is Assistant Editor for the Books Department. Her responsibilities include copy editing, proofreading and attending to some of the myriad details that move a manuscript from a pile of paper to a bound book. Joanne got her start in computer-related work with Yates Ventures, as the firm's first employee. Prior to becoming Assistant Editor, Joanne worked with Chronicle Books and PC World magazine as a free-lance editor/word processor. A San Francisco resident for five years, Joanne enjoys weaving, reading, traveling, and exploring the Bay Area.

More News...

Board Members Meet In Munich

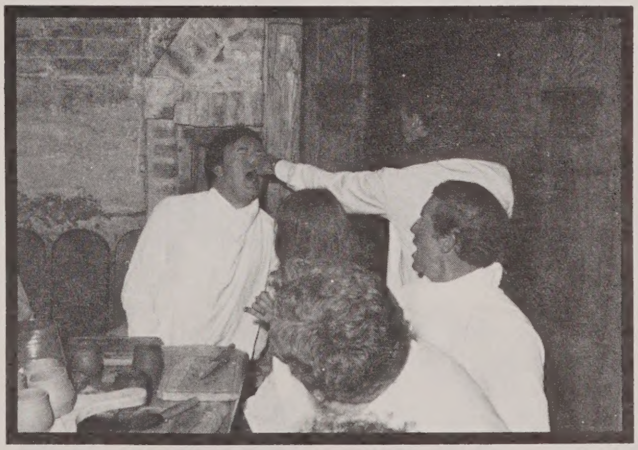
The quarterly Board of Directors' Meeting of IDG was held in Munich on September 14th. The meeting coincided with the 10th anniversary of the launching of Computerwoche, the weekly newspaper published by CW Publikationen, GmbH, CWCI's subsidiary in Germany.

The Directors heard a spotlight presentation on the activities, growth, and future plans of CW Publikationen presented by its "Geschaftsfuhrer" ECKHARD UTPADEL, and completed the day with a tour of the company's facilities.

In the evening, the Directors and all the employees of CW Publikationen attended a special 10th anniversary dinner party which was held in a 450-year old keller restaurant across from Mad King Ludwig's Munich Castle. Recreating a medieval banquet, including traveling minstrals, silverwareless dining, punishment of male guests trying to serve themselves, and other customs of the Middle Ages, the dinner was a huge success and a good time was had by all!

Congratulations to CW Publikationen for its ten years of growth in excess of 30% per year and for having achieved its current status as one of the leading publishing companies in Germany with a weekly newspaper, four monthly computer magazines, an industry newsletter, a book department, and seminars and conferences!

ZAP! For breaking medieval traditions, CWCI President WALTER BOYD finds himself "locked in" and is seeking an escape plan from Board Member HARLAN ANDERSON.



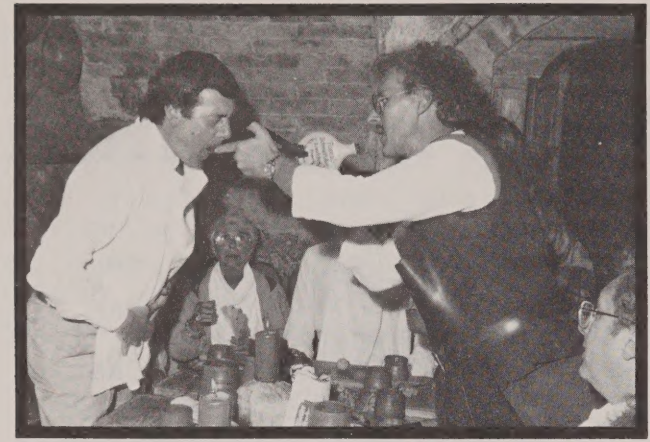
GOTCHA! When that failed, Walter sought assistance from our fearless leader, PJM.

Continued

IDC Managers Convene in Paris

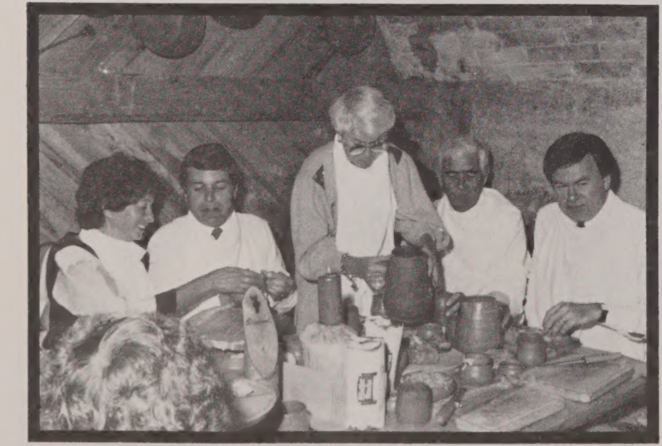
IDC's European Managers' meeting recently took place in Paris, France on September 20-22. This meeting coincided with the SICOB exhibition in Paris, the largest data processing exhibition in Europe.

The three busy days for the IDC European Managers ended with a relaxing dinner and show at the Paradis Latin.



IDC President PETER ROWELL is administered a snoot full from a loyal servant.

CHEERS! SHIRLEY KOHN, a 10-year veteran of Computerwoche, prepares to take a sip of champagne from the Chairman's Cup under the watchful eye of Chairman PAT MCGOVERN. (The Chairman's Cup was awarded to CW Publikationen for overall excellence in 1983.)



SALLY HARTENFELD, wife of Board Member MIKE HARTENFELD, dutifully provides food and drink for the gentlemen in her charge. (Left to right: Eva Breyer, Peter Rowell, Sally Hartenfeld, Mike Hartenfeld, Pat McGovern)

Pictured left to right are: CARLOS BORRAS/IDC Spain, ANTONIO DE LOS REYES/IDC Spain, VIRIATO G. COMES DE OLIVIERA/IDC Portugal, YVES DELACOUR/IDC France, DAVID ROUSE/IDC Scandinavia, MRS. DAVID ROUSE, SYLVIE BENECH/IDC France, AARON GOLDBERG/IDC Santa Clara, PETER ROWELL/President-IDC, ALAIN COUSIN/IDC Belgium, ELISABETH GEORGE/IDC France, and PAUL HOMER/IDC Europa.

People

SUSAN COLEMAN, Editor of Computerworld Australia, was recently appointed honorary publicity chairperson for the prestigious First Pan Pacific Computer Conference to be held at the Royal Exhibition Building in Melbourne, Australia, September 10-13, 1985. The conference and accompanying exhibition is expected to attract approximately 40,000 people and can be compared with NCC in style. Susan, who is a member of the Australian Computer Society, was publicity chairperson of 10 ACC in Melbourne last year. Her task again will be to disseminate information before and during the conference to both the specialist and general press, radio and TV. Susan is the longest serving editorial member of CWCI/Australia, having been with the company since Computerworld Australia began in July, 1978. Congratulations on your noteworthy accomplishments, Susan!

Promotions

Warm congratulations to NEVILLE ANGOVE who was recently promoted from Technical Editor to Editor of Australian Micro Computerworld. In this new position, Neville will be responsible for the day-to-day control of the magazine. Neville joined CWCI's Australian subsidiary after working for the Australian Federal Public Service at the beginning of this year. Neville has also had double reason to celebrate, as his wife Rosemary recently gave birth to their second child, Sam. Best wishes on your new position, Neville, and congratulations on your new baby boy!

CWCI recently announced the appointment of SUSAN BLAKENEY to the position of Director of International News Services. In the past year Susan has done a fine job in developing CWCI's International Wire Service. One of her major new responsibilities will be to promote greater usage of the service and to substantially increase the number of non-U.S. contributed articles. Congratulations on your promotion, Susan, and keep up the good work!

CWCI/Framingham announces the promotions of RICK CILIBERTO, TONY BROWN, AND JIM PERNOCK within their Mail Center Department. RICK CILIBERTO has been appointed to the position of Facilities Manager, responsible for the overall operations of the Maintenance Department and the Mail Center at CWCI. TONY BROWN has been promoted to Mail Center Supervisor at CWCI/Framingham where he will be responsible for the day-to-day operations involving the mail center. JIM PERNOCK has been promoted to the position of Shipper/Receiver at CWCI/Framingham where Jim will be responsible for all incoming and outgoing packages, as well as supplies. Congratulations Rick, Tony, and Jim on your well-deserved promotions!

New Employees

IDG extends a hearty welcome to TRACIE BURNS. Tracie is the new Secretary/Receptionist at IDG headquarters. In her new job Tracie will be responsible for routing all incoming calls, greeting clients and visitors, delivery of courier packages, and typing correspondence. Prior to joining IDG, Tracie worked as a secretary to the Vice President of BayBank Data

Continued

Systems located in Waltham, Mass. Originally from California, Tracie enjoys sailing, traveling, and the Indianapolis 500.

A warm welcome to TERRI RADLEY who joins the secretarial team of the Chairman's Department at IDG. Among her varied duties, Terri will also serve as Assistant Editor of the IDG Update. Terri comes to IDG from Praendex Incorporated of Wellesley, Mass. where she worked as an administrative assistant, performing much overseas correspondence, typing, bookkeeping, and mailings. She is a resident of North Oxford, Mass., and attended Regis College for Business Management. Terri, who is getting married this October, enjoys dancing, aerobics, gymnastics, needlepoint and "working out" at home after working hours. Welcome to IDG, Terri!

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Terri Radley
DISTRIBUTION
John Rudsit
Rick Buroni
TYPESETTING
Carol Polack
Kim Pennett
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
TRAINING NEWS
Vickie Bagley
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Anniversaries

One-Year Anniversaries

Tammy Aulenback, IDC
Celeste Harmon, CWCI
Katharine Schlee, PCW

Three-Year Anniversaries

Roberta Cook, CWCI
Maureen Diodati, CWCI
Ellen Markoff, PCI
Jerry Todd, IDC

Four-Year Anniversary

Sandra Plunkett, CWCI

Five-Year Anniversary

Lloyd Cohen, IDC

Nine-Year Anniversary

Garry Vantine, IDC

Classified

MARKETING ASSISTANT

CWCI/Framingham is seeking a Marketing Assistant for their International Marketing Services Department. This individual should have prior secretarial experience and a high school education. This position handles the flood of information generated from specific coupons, telephone leads, and business contacts. The duties and responsibilities include weekly mailings to each of CWCI's international publications, assisting with telephone sales, maintaining mailing lists for all publications including the CWC/IMS Newsletter, and arranging special project mailings. To apply, please contact Diana La Muraglia, CWCI/IMS, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x319.

TRAFFIC COORDINATOR

Computerworld has an opening in its Display Advertising Department. This position coordinates the advertising function between clients, agencies, salespersons and our in-house production department. Duties include heavy telephone contact; receiving, checking, and returning advertising materials; booking and confirming insertion orders by salesperson; filing; and other general office duties as required. Knowledge of a keyboard is essential as use of a computer terminal is required. You must be service-oriented, detail-conscious and possess strong organizational skills. The ability to work independently while functioning in and contributing to a closely-knit department is essential. Please contact Anne Hadley, CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x386, for more information.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 38 October 8, 1984

CW Brazil Stages Expo

Computerworld do Brasil recently organized a successful three-day exposition dedicated to software, the first computer show of its kind in Latin America.

According to ERIC HIPPEAU, CW/Brazil's Managing Director, "EXPO SOFT was attended by over 5,000 professionals and users who tested and looked at products from 34 software vendors occupying 55 booths. The formula of a small, dedicated show attracting high-level users and buyers, similar to the format we introduced last year with our first micro festival, is the key to the success of these shows."

Visitors to Expo Soft paid an entrance fee allowing them to visit the exhibition and attend the day's activities, all geared toward current practical issues. Talks were given by well-known personalities, usually only available at expensive seminars in Brazil.

Computerworld do Brasil is a CWCI subsidiary and the publisher of DataNews and Micro Mundo.

COMPUTERWORLD DO BRASIL

IDC Scandinavia's PC for Profit

IDC Scandinavia recently held their first user symposium -- "PC For Profit." This well-received symposium was dedicated to the small to medium-scale companies in Scandinavia, in cooperation with the Combined Chambers of Commerce in Denmark, and the first PC User Group.

The 40 attendees by personal invitation received an informative opening address from IDC's Chairman, PAT MCGOVERN, entitled "Information as the True Measure of Corporate Wealth." DAVID ROUSE, Managing Director of IDC Scandinavia, and AARON GOLDBERG of IDC Santa Clara, California, also presented major themes of audience interest. Vendors in the Scandinavian market presented their applications rather than equipment.

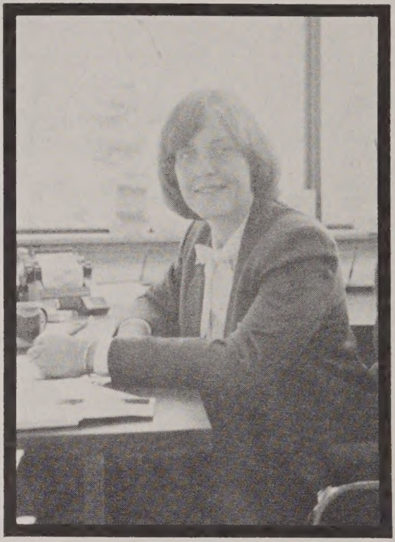
Continued on Page 7

IDC's Consulting Group

The IDC Consulting Group undertakes custom assignments ranging from market survey/analysis projects to high-level consulting efforts to help clients with major diversification, acquisition, and marketing decisions.

IDC's consultants have recently helped several manufacturers of low-end products determine their distribution strategies, and have provided market analysis support for a third-party service provider evaluating alternative markets, conducted a large telephone survey of PBX users, and supported companies requiring insight on how to market software products.

Established in 1979, the IDC Consulting Group is one of five U.S. operating divisions at IDC.



Nancy Scull

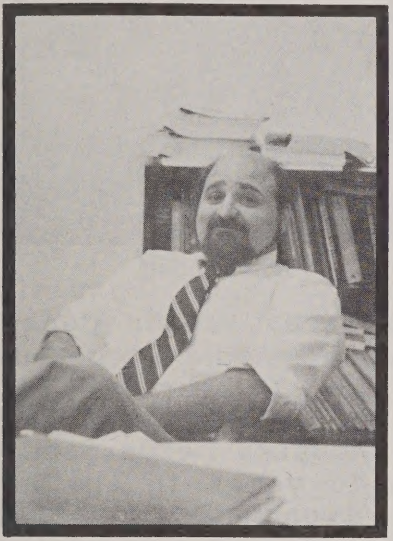
Director of the Consulting Group is NANCY SCULL, Vice President of IDC. Nancy started with IDC in 1971 as a Market Analyst and "Grey Sheet" writer. During the course of her 13 years with the company, she has held positions doing research, client service, and program management before starting the IDC Consulting Group. She was responsible for IDC's first six Minicomputer Marketplace reports and was the founder of the SASI Program. Prior to joining IDC, Nancy worked for a pioneer in the timesharing business, Bolt Beranek and Newman. She also held positions with Polaroid and the Federal Government. When not at work, Nancy enjoys cooking, reading, classical music, fine restaurants, tennis, swimming, and movies. She devotes free time to various alumni activities for Brown University, and has particularly enjoyed her new status this summer as a Cape Cod homeowner.

The Consulting group includes six Senior Consultants:

RALPH FINOS has been a Senior Consultant with IDC for the past four years. His special areas of focus have been factory automation, distribution channels, and storage products. Prior to joining IDC, Ralph was a Research Analyst for the Department of Social Services on Long Island. He was also the chief fryman at the Hyattsville, MD, McDonalds (affiliated with the

Continued

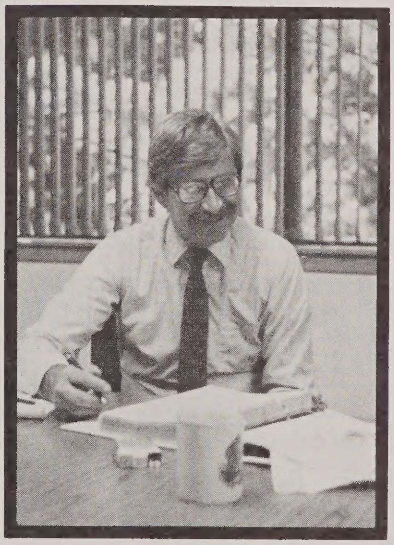
original Hamburger College). Ralph received his Doctorate at Hofstra University in Applied Research and Evaluation. He enjoys cooking, hiking, canoeing, and bicycling. He is best known for his unique laugh which helps everyone keep perspective when things become too serious.



Ralph Finos

IDC's Senior Consultant TRISH JAFFARIAN joined the IDC Consulting Group in 1979. For five years she has worked on custom projects covering a wide range of information processing markets. Trish particularly enjoys the diversity and the travel offered by her work at IDC. In addition to assisting her clients in developing new products, Trish has developed a non-structured, topology-based filing system. Prior to IDC, Trish worked in consulting for business and the social sciences. She was also a consultant to the Massachusetts Executive Office of Human Services. In non-working hours, Trish likes to sleep late, read, ski, and sail.

Trish Jaffarian



Bob Gallant

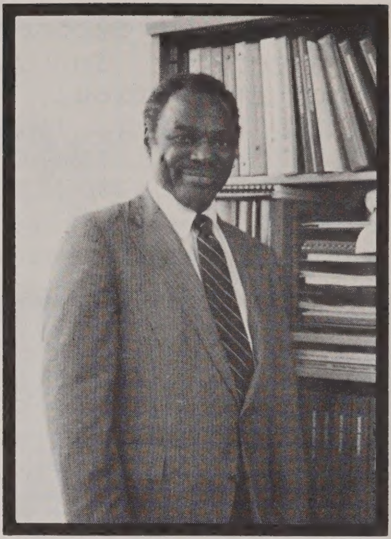
BOB GALLANT has been a Senior Consultant with the IDC Consulting Group for two years, where he specializes in high-level strategic planning assignments for developing diversification, acquisition, or marketing programs. Bob has over 15 years of management consulting experience in these areas. He has held senior management consulting positions at Arthur D. Little, Inc., and was Manager of Business Planning for Kennecott Corporation. Bob received his B.S.

Continued

in Engineering and MBA degrees from the University of Connecticut, and a M.S. degree in Management Sciences from the Massachusetts Institute of Technology. He is a member of the North American Society for Corporate Planning and the Association for Corporate Growth. Bob lives in Lexington with his wife Ginny and daughter Marcie. In his spare time, he enjoys tennis and skiing.

Senior Consultant BROCK HOLMES joined the Consulting Group in 1983. He has spent the last five years working in business strategy development and implementation. He has assisted numerous clients in the development and implementation of corporate diversification strategies. For three years Brock held the positions of Consultant and Senior Consultant at Bain and Company. Brock received his M.B.A. from Stanford University in 1980, and his B.A. from Yale University in 1975. For four years he was the Executive Producer of Smithsonian Institution Records. Brock was married in April and enjoys directing musical productions and spending time with his wife, Sally, in Washington.

Brock Holmes



Bob Randolf

BOB RANDOLPH, Senior Consultant, has been with the IDC Consulting Group for 3 years. His work builds on his 24 years of computer industry experience, including 15 years in the software product trenches. He finds the fun part of consulting is being able to contribute his expertise in the strategies and product marketing issues involved in bringing software and/or hardware products to the marketplace. Bob has held various positions ranging from Systems Programmer to Senior Product Manager to Vice President of Marketing at such companies as The Boeing Company, Digital Equipment Corp., PerkinElmer Data Systems, and Azrex Inc. His hobbies are playing the classical guitar, and reading about expanded consciousness. A newly acquired hobby involves doing radio commercials.

MARIANNE MARSO, currently on a leave-of-absence, is also a Senior Consultant with the IDC Consulting Group. She conducts studies primarily in the areas of microcomputers, mid-range systems markets, software and

Continued

services, and training. Prior to joining IDC almost four years ago, Marianne worked for the U.S. Employment and Training Administration under the Department of Labor. She holds a B.A. from Wellesley College in Research Psychology and Political Science. In addition, she has done graduate work in programming and economics at Harvard University. In her spare time Marianne enjoys skiing, aerobics, writing, and spending time with her husband Mike, and their new daughter Tori.

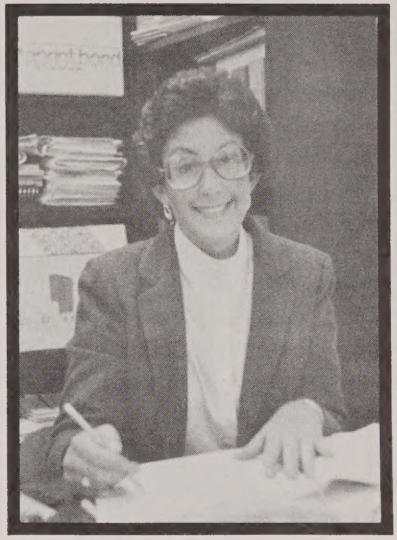
Two other Senior Consultants (not pictured) took primary responsibility for one of the Group's major projects this year, as well as a major technology study conducted by IDC in 1983:

KEN RAU has extensive experience in the data processing industry, both hands-on and consulting, to complement his Harvard MBA.

PAM MCPHERSON spent much of her early career as a programmer but has focused more on the business aspects of data processing since receiving her MBA from Boston University.

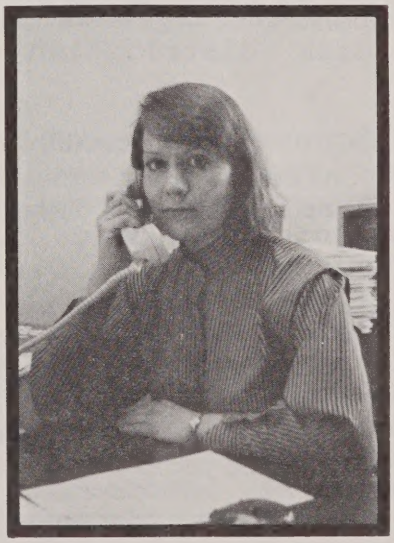
Three new consultants in the Group add a diversity of experience and lots of enthusiasm.

ELLEN KITZIS brings to the Group strong survey research skills and over seven years of experience in general management consulting in the public and private sector. She is already heavily involved in a study of the tape drive market. She enjoys sailing, cooking, and raising her two year old son.



Ellen Kitzis

CAROLA SCHROPP is currently researching the microcomputer environment. Her previous positions include doing market research for an advertising company and financial consulting company in Atlanta. Carola enjoys aerobics and traveling.



Carola Schropp

JANICE ANTONELLIS, formerly SASI's Research Manager, is capitalizing on the knowledge base she has built in the software area.

Continued

Janice Antonellis

Summertime brought three interns to the Consulting group:

JEFF MAGILL, who is midway through his MBA at the Sloan School of Management, used his years of experience at DEC and Meditech to make significant contributions to projects on cost management systems and on floppy disk distribution channels.

BETSY BEACH, an MBA candidate at Boston University, spent the summer completing a large PBX survey.

LAUREN ABLOW, a Junior at Brown University this year, enjoyed learning in January what IDC does and then returned for the summer to lend support to several different projects.

Executive interviewers, coders, and research assistants play a vital role in the IDC Consulting Group's success.

TOM BYRNES, Interviewer/Research Assistant, spent the last four years in France as a journalist. Tom is hopelessly addicted to writing, quiet beaches, music, politics and film.

ALYSE BEDERSON, Senior Interviewer, has been with IDC for 3-1/2 years. When not on the phone, Alyse and her new husband Russell enjoy skiing and tennis.

DIANE DEFLORIO provides interviewing, data entry, research, and clerical assistance when needed. She also works parttime at the Red Coach Grill restaurant and enjoys music, dancing, and midnight dips in the lake.

(L to R) Tom Byrnes, Alyse Bederson, Diane DeFlorio.

JEANNE DEFLORIO, Consulting Group Administrator, has been with the IDC Consulting Group for 1-1/2 years. Most of her time is spent providing and coordinating secretarial/production support necessary to ensure timely delivery of proposals, presentations, and reports. Another important aspect of her job is client tracking, which encompasses detailed record keeping for all facets of each

Continued

consulting project. Before joining the Consulting Group, Jeanne was an executive secretary at EG&G, Inc. where she worked for the chairman of the board and his assistant. When not working, Jeanne enjoys dancing, ceramics, and various arts and crafts.

Jeanne DeFlorio

Susan Arnowitz

SUSAN ARNOWITZ is the newest member of the group. She provides the necessary secretarial assistance required to ensure fast production turnaround time. Before the birth of her 4-year old son, Keith, Susan was a secretary in the Purchasing Department at Control Logic. She also worked as a faculty typist at Bentley College. After graduating from Dean Jr. College with an AS Degree in the Executive Secretarial field, Susan spent 10 months in Israel, where she studied Hebrew. Susan lives in Framingham and enjoys traveling, dancing, and playing mahjong, boggle, and tennis.

IDC

More News...

PC for Profit

From Page 1

David Rouse commented, "The turnout was less than expected, but we have made a major breakthrough in establishing a whole new style of audience agenda and professionalism, which will place IDC at the forefront of user-oriented events in the future, both in parallel as well as in competition to the open exhibitions, full of popcorn, kids, backaches, and questionable impact."

A major symposium for largescale users, Chief Information Office's Planning Symposium (CIOPS), will be presented in Copenhagen in early November.

People

Congratulations and best wishes to JAN GOODSTEIN, Print/Production Manager at Direct Marketing Services at CWCI who recently announced her engagement to Richard Iacovelli, a free-lance photographer based in Framingham. A May 18, 1985 wedding is planned on Long Island, NY. Best wishes for a wonderful wedding and a happy future!

PC World Communications is pleased to announce that JACKIE POITIER will expand her area of expertise as she will assume new responsibilities in the areas of art and design. This appointment is consistent with PCW's rapidly increasing requirements in this area. Jackie will also become specifically involved in new product development as PCW strives to create major new products and businesses. Congratulations, Jackie, and best wishes for continued success at PC World!

Promotions

CWCI/Peterborough recently appointed JOHN BURNETT to the position of Publisher of _73 Magazine_. Since June 1984, John served CWCI/Peterborough as Editorial Operations Manager with responsibility for supervising the editorial schedules of all magazines, assisting in the formulation of yearly business plans, and acting as the liaison between the Editorial Department and other departments within the company. John had been Executive Editor of _73_ magazine from November, 1983 to July of this year, and from March, 1977 he served as the publication's Managing Editor. He joined the magazine in November, 1974 as Assistant Editor. Congratulations on your promotion, John!

Transfers

InfoWorld's editorial department is pleased to appoint NANCY GROTHE as Editorial Secretary for its Menlo Park, California office. Prior to joining the editorial staff, Nancy was the Production Assistant in _InfoWorld_'s Production Department. Nancy has also worked for Arts and Leisure Publications and City Guide Publications. She is a graduate from the University of California. Congratulations on your new position, Nancy!

New Employees

PC World Communications is pleased to welcome HERB LINDEN who joins the company as Vice President-Production with overall responsibility for organizing and coordinating all the printing and production activities. Herb has spent his entire career in production- and printing-related jobs. For the past six years, he has been Director of Production and Manufacturing for Medical Economics Company in New Jersey. Prior to that, he was with Time, Inc. for fifteen years in such jobs as Assistant Production Manager for _Fortune_ magazine. Welcome to PC World, Herb!

Welcome aboard to PENNY ERTELT, PC World's new Circulation Director with responsibility for organizing and coordinating the circulation activities of the company. Penny has a signficant circulation background with a number of consumer publications, including Saturday Review, Food & Wine, Horticulture, and Billboard publications. She brings a wealth of experience in direct marketing, subscription promotion and analysis, single-copy distribution, and list development. Best wishes, Penny!

Computerworld/Mexico extends a warm welcome to HENRY MORAL as Sales Director, who will be responsible for sales for both Computerworld/Mexico and CompuMundo. Henry, who has his own publishing company and prints both of CW Mexico's publications, has wide experience in marketing, planning, research and advertising. Having worked for Schering Corporation in Central America and Europe, Henry was one of the founders of a local newspaper "Uno Mas Uno" which has become very successful. Henry holds a B.A. and M.B.A. from New York University. He has been in Mexico for 15 years and speaks English, Spanish, French and German fluently.

Congratulations to DAVID REAVIS, who has joined InfoWorld's editorial staff as Designer. David has worked as a designer at several magazines, including Mother Jones, Eugene (Oregon) Magazine , and City magazine. Welcome aboard, David!

LINK Resources is pleased to announce LYNNE YERBY as the Director of LINK's New Electronic Media Program. In this capacity, Lynne is responsible for research, consulting, and client service in a variety of new electronic media fields. Lynne comes to LINK from CBS, where she spent six years in a variety of staff and line positions. She held functional assignments as editor, market researcher, financial analyst and strategic planner. Lynne is a graduate of Radcliffe College in 1974, receiving her Master's in Business Administration at Harvard Graduate School in 1978. Welcome aboard Lynne!

Welcome to BRIAN CONNOLLY, new Senior Associate, Account Executive for LINK's Northeast U.S. and Canadian territory. Brian previously worked at Grey Advertising as Media Planner. He went to Wells, Rich, Greene Advertising Agency's Media Department as a Senior Planner before moving into WRG's Network Television Department. Brian also developed Spectrumedia Network, Inc. (SMN), a computerized electronic sign network, piloted at New York's Kennedy airport. A graduate of the State University of New York College, Brian holds a degree in Business Administration with magna cum laude honors.

CWCI welcomes WALTER KETT to its staff as National Sales Manager for Classified Advertising. His responsibilities include all sales of position announcements (recruitment advertising) and the buy, sell, and swap portion of Computerworld. Formerly with The Robb Report as Director of Sales, Walter received a B.A. in History & Government in 1956 from the University of New Hampshire. A father of three, Walter lives in Acton, Mass. and enjoys golf, and various activities with his children.

IDC Scandinavia extends a warm welcome to CLAUS HESSELBERG the new Manager for Continous Information Services at IDC. With a degree from Copenhagen University in 1968, Claus has had long experience in sales of data processing equipment, six years with IBM and nine years with major independent distributors in Denmark. Claus is fluent in Norwegian and Swedish, as well as English. He is married with two children.

LARS CHRISTIAN MIERITZ is also new to IDC Scandinavia as the new Product Manager (CIOPS User Services to the Public Sector). Lars spent five years in school in Brussels and one year within the European Common Market Commission. He was also a private secretary to the member of the Danish Parliament most active in the information processing industry. Lars holds a diploma in Economics from the Business School in Copenhagen and is fluent in Danish, English, French with a working knowledge of Dutch and German.

IDC Scandinavia extends a hearty welcome to CARSTEN SCHERREBECK MOLLER who recently joined as Product Manager of IDC Information Services (Datafile, Enterprise File, Library, Videotex and online services). Carsten holds a diploma in Economics from the Business School in Copenhagen and spent two years completing the official banking diploma before entering the leading Danish bank in their credit department.

Anniversaries

One-Year Anniversaries

Mary Doyle, CWCI
Ron Mastro, CWCI
Judy Spavold, IDG

Two-Year Anniversary

Gary Ozanich, LR

Nine-Year Anniversary

Barbara VanScoyoc, CWCI

Etcetera

LYNN MCGALLIARD, formerly an Account Coordinator for Direct Marketing Services at CW Communications/Inc. in Framingham, recently moved to Germany and is now working for ComputerWelt in the Sales Department. Her friend in Direct Marketing surely miss her and the following is a message from them all:

"PHONE HOME . . . From your pals, TLH, TCH, MAD, IH, JZR, BEB, GO, GD, KM, PS, PF, JG, JP."

Fitness Focus

Fire Prevention Week

No home is 100% safe from the dangers of fire, but there are some precautions that can be taken. The survey below brings up some simple precautions that may save your home. Please take some time to review it to ensure your home's safety.

Continued

- Do you have smoke alarms to warn your family in case of a fire at night?
- Are hair dryers and other appliances used carefully and unplugged after use?
- Have electrical cords been kept out from under rugs or where they can get damaged?
- Have electrical cords been checked for broken plugs or damaged insulation?
- Are papers kept away from hot light bulbs?
- Has everone been warned never to smoke in bed or when sleepy?
- Are matches kept out of reach of small children?
- Does the kitchen have enough electrical outlets?
- Is gasoline kept in closed safety cans, and stored out of the house?
- Are correct size fuses used in the fuse box to prevent overheating wires?
- Are furnace and chimney checked each year?

Classified

CUSTOMER SERVICE REPRESENTATIVE

Computerworld has an opening in the Classified Advertising Dept. for a Customer Service Rep. This position is entry level and involves servicing existing and new accounts. There is heavy telephone contact requiring a pleasant telephone manner. Excellent typing is required as copy from advertisers is dictated over the phone. You will be required to typeset and proof your own ads, scheduling and typesetting is done through a VDT. Experience in typesetting or in an advertising environment would be helpful. Please submit resume to Cindy Delany, CWCI, 375 Cochituate Road, Framingham, MA 01701.

SENIOR EDITOR/FEATURES

InfoWorld is looking for an experienced editor to be responsible for three weekly sections, Using Micros, Technology, and The Industry. This position calls for supervisory and editing experience with a news publication, familiarity with personal computer applications, user groups, technology and industry trends, and an ability to handle the deadlines and pressures of a weekly magazine. The Senior Editor/Features will coordinate the work of Senior Writers and free-lance writers, and develop and edit articles and new features. Contact Sandy Reed at InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

ROOMMATE WANTED

Roommate wanted male/female non-smoker to share furnished apartment in Natick. $175 plus 1/2 utilities. Please call Mary at CW Communications/ Inc., (617) 879-0900, x412.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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IDG
INTERNATIONAL DATA GROUP

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Have you recently...

____ won an award?

____ been appointed or promoted to a new position?

____ made a speech?

____ participated in community activities?

____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

____

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NAME: ____________

DEPARTMENT: ____________

COMPANY: ____________

PHONE/EXT: ____________

ENGAGEMENTS/MARRIAGES:

Name ____________
Dept./Title ____________
Spouse's Name ____________
Date ____________
Place of Marriage ____________
Honeymoon? ____________

BIRTHS:

Name ____________
Dept./Title ____________
Spouse's Name ____________
Baby's Name ____________
Date of Birth ____________
Weight, Length of Baby ____________

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 37 October 1, 1984

In Memoriam

IDG would like to pay special tribute and respect to EDWARD J. SULLIVAN, JR., IDC's Director of Sales-Midwest Region, who died of cancer on September 12, 1984 at the age of 41 in Medfield, Massachusetts. He leaves his wife, Ellen, and two children; Meghan, four years old and "Ned" Ted III, 21 months old.

Edward J. Sullivan, Jr.
1943-1984

Ted joined IDC in October, 1975 where he became the first salesperson in the Central Region. Ted would remark how much he enjoyed making sales calls in the heartland of the country, returning home with great stories about places he stayed and people he met. Many of those he met stayed in touch all throughout his illness. With the launch of IDC's Information Systems Planning Service (ISPS) program, Ted championed the product and was a major contributor in making it IDC's single largest product.

Ted's friends at IDC will always remember the great outings to the Red Sox and Patriots games. He never gave a second thought to going into Fenway Park and buying 150 tickets or putting together a cookout before heading out to the game. Ted often reminisced of the time he met Ellen (then IDCer Ellen Rogers) at the IDC Christmas Party. On December 18, 1976, Ted married Ellen -- one year to the date that the two met at the previous Christmas Party. Ted, who was raised in Camden, Maine, played basketball for St. Johns Prep School where participated in the Massachusetts State Championship. He graduated from St. John's in the Class of 1962, and earned a basketball scholarship to Boston College, from which he graduated in the Class of 1967 with a B.S. Degree in Management. After college, Ted worked for Connecticut Mutual Insurance Company, serving eight years in the accounting department and two years at their Denver office as a Sales Representative.

Within IDC, Ted was looked upon as a man of success, a listener, and a friend to all. We know Ted will be missed by all his fellow employees who shared the honor of his friendship and company.

Spotlight

Office Automation

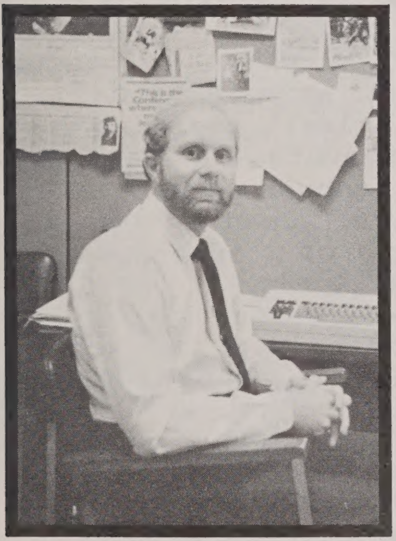
This week the IDG Update spotlights the Special Focus Publication department which publishes Computerworld Office Automation. A special publication of Computerworld, the newsweekly, Computerworld OA is a tabloid magazine published six times a year, aimed at the DP/MIS managers who are responsible for planning, purchasing, and implementing office automation systems for their organizations. Computerworld OA provides readers with focused editorial coverage of the important trends, technology and issues in the fast-paced office automation market.

Jenny Charlesworth

JENNY CHARLESWORLTH is Special Focus Publication Administrator. In this position she formulates and administers annual budgets, prepares and distributes the departments financial reports to CWCI management, participates in planning for future publications, and is responsible for timely production and distribution of special publications. Jenny began her career with CWCI after graduating from Skidmore College with a B.S. degree in Business Management. Her various positions within the company have included; Assistant Credit Manager at IDG, Computerworld Eastern Region Advertising Coordination for 2 years, as well as participation in CWCI's Management Training Program. In her spare time, Jenny is often seen fleeing for Maine with her sailboard or working on various upholstery or quilting projects at her condominium in Brighton.

ANN DOOLEY, who recently celebrated her 10th anniversary with CWCI, serves as Editor for Computerworld OA. She has worked in a variety of capacities within the Computerworld editorial department. Over her ten year career, she has seen office automation migrate from word processing to the major core of the computer industry. A resident of Framingham for a little over a year now, Ann says she is resigning herself to life in the suburbs. She spends her free time gardening and bird watching and recently took a Grayline tour of Boston to get a feel for the city again.

Ann Dooley



Glenn Rifkin

Senior Writer GLENN RIFKIN joined Computerworld OA in February, 1983. Since then he has been responsible for researching and writing major feature articles on a variety of subjects for the magazine. Now that he is a seasoned veteran of the office automation wars, Glenn's motto is "Get OA from me." He is well-known throughout CWCI as "The Commissioner," having organized everything from a volleyball league to a photo contest. In fact, fellow employees have taken to asking "What is it now?" whenever Glenn approaches. An avid sports fan, Glenn's primary passion is basketball. Glenn is also a successful freelance writer and has recently been published in the New York Times, Los Angeles Times and the American Airlines inflight magazine. He and his wife Deborah, a senior graphic designer for Digital Equipment Corp., live in West Newton.

NANCY FLEMING is Associate Editor for Computerworld OA. She joined CWCI in December, 1979 on the copy desk, where she used her combined major in psychology and anthropology to make sense of the tribal life of the CWCI primitives. After a stint at the copy desk, Nancy joined CW Special Publications, working initially on Extra! and then Computerworld OA. She has also freelanced for Houghton Mifflin Company, Harvard Business School, Irwin Press and MIT Press. Nancy lives in Rockport, Mass. with her husband, many teenagers and even more dogs. Her hobbies are commuting to work on Route 128, gardening and ocean-watching.

Nancy Fleming

Editorial Assistant for Office Automation is KAREN WALLACE. Karen is responsible for making travel arrangements, mailings, correspondence, and other general office functions for Computerworld OA. She enjoys going to the beach, skiing, volleyball, horseback riding, and generally spending time with good friends.

Karen Wallace

Computerworld

OFFICE AUTOMATION

APPLICATIONS SOFTWARE TAKES OFF

News...

CWCI Holds Sales Meeting

Computerworld recently held its annual sales meeting in Boston, at the Marriott Long Wharf. The sessions were attended by Computerworld's 25 direct sales representatives, support personnel and top company management.

Updates on editorial, circulation, promotion, research, and production plans, procedures and policies were provided. Intensive sales training sessions were presented by Dave Hagenbuch of Hagenbuch Associates, the country's leading professional trainer of advertising sales personnel.

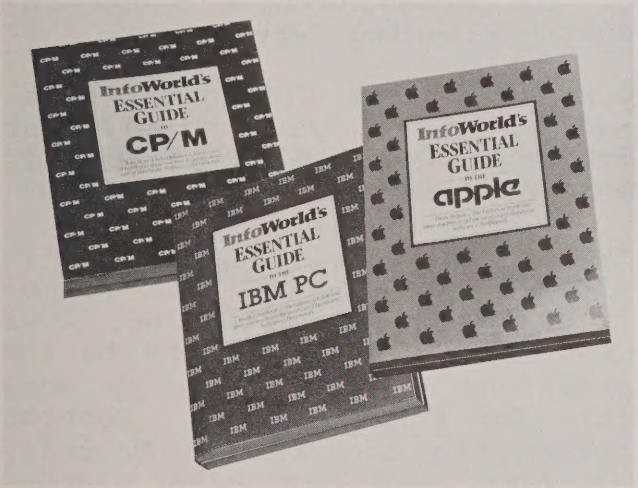
The meeting had its social highlights as well, with a funfilled welcoming cocktail party and a delightful banquet dinner on Thursday evening. Chairman PAT MCGOVERN closed out the sales meeting with an valuable presentation to the CWCI staff, and one can be sure that his enthusiasm was shared by all those attending. Congratulations to the Computerworld Sales Department on this productive session!

CW COMMUNICATIONS/INC.

Presenting
InfoWorld's Essential Guide

The first three volumes of InfoWorld's Essential Guides (Harper & Row, publisher) are now on sale and available in bookstores throughout the country. The books cover the IBM PC, Apple II family of computers, and the CP/M operating system.

The Guides, based heavily on InfoWorld's renowned and respected hardware and software reviews, serve as excellent sourcebooks for owners and would-be owners of IBM, Apple, Commodore, Radio Shack, Atari, and CP/M-based computer systems. Using staff and freelance contributors, InfoWorld produced camera-ready mechanicals for the Guides, each of which averages 250 pages.


InfoWorld's ESSENTIAL GUIDE TO CP/M
InfoWorld's ESSENTIAL GUIDE TO THE IBM PC
InfoWorld's ESSENTIAL GUIDE TO THE apple

Publisher Harper & Row plans a comprehensive advertising strategy for the Guides, including print and television campaigns. According to InfoWorld and Harper & Row, advance sales for most of the Guides have been good.

The next three Essential Guides to the Commodore 64, TRS-80 Models III and IV, and Atari Computers will be available soon.

LINK Surveys Consumers

LINK Resources, an IDC subsidiary, recently released a study which claims that the "new" media in the home, such as the compact disc, stereo TVs, and Hi-Fi VCRs, are not generally understood by consumers.

LINK surveyed over four thousand homes on how the usage of cable, VCRs, home computers, videogames and other devices affect one another.

"This consumer confusion will intensify as even newer products and services, such as videotex and direct broadcast satellite television, are introduced", stated President HAINES GAFFNER. "There has been an avalanche of value added features offered the consumer during the past two years. This, plus poor marketing, inadequate instruction and poor nomenclature have created confusion."

The survey was analysed by Haines and the LINK staff and key findings show a divergence between mass and elite users. LINK has discovered many interesting findings, including: new media consumers are heavy television owners; one in five videogame owners own a home computer; VCR usage parallels that of premium cable subscribers; VCRs pose little threat to basic cable service, but they do seriously threaten premium cable services; 6.9% of American households own a home computer, and Commodore and Texas Instruments each have one quarter of the installed computer base. Other leading brands are Tandy, Atari, and Apple.

Continued

LINK also surveyed a group of non-owners of home computers to gauge patterns of purchase intention, however half of those surveyed did not have clear purchase intentions or brand preference.

People

IT'S A GIRL! ... JOE LEVY, IDC's Vice President-Marketing, and his wife Carol announce the birth of their daughter Marissa Darcel. Marissa was born on Friday, September 14th, and weighed 6 pounds, 4 ounces. Congratulations, Joe and Carol, on the beautiful addition to your family!

HONEY GERMAGIAN, Receptionist for IDC/Framingham, has certainly been busy lately. In July and August, Honey won awards at Mary Kay Cosmetics for holding two "ten cosmetics shows in one week." She also addressed her fellow consultants on how she organized the shows, gave pointers on how they could successfully organize ten shows, and how much fun it was. In her "spare" time, Honey is enrolled in a seven-week course to work her way up to Unit Leader, and is planning to sponsor a third ten-show week in October! With her energy level, no wonder Honey handles the IDC Reception area so well!

ANN MARIE CUCCARO, Travel Coordinator for IDG, recently attended a two-day seminar entitled "Travel Alternatives" at the Sonesta Hotel, Cambridge, Mass. The primary benefit to Ann Marie was the knowledge she gained to implement a corporate travel manual. Well done, Ann Marie!

Promotions

IDC Scandinavia announces the following changes in staff positions:

ELIZABETH HARALDSDOTTIR THOMAS has been appointed to the position of Director of European Consultancy Operations where she will head the independent business unit set up to coordinate consultancy in Europe, based in Copenhagen.

NILS LEMMING has been promoted to Branch Manager of IDC Norway. In this position, Nils will manage the IDC operations in Norway, and will start in Oslo on October 1st.

PETER HOLM has been appointed to the position of Product Manager of IDC Scandinavia's Micro Industry Planning Service.

Congratulations Elizabeth, Nils, and Peter on your significant promotions, and best wishes for continued success!

CWCI's Editorial Department is pleased to announce the promotions of DEBORAH FICKLING, LORY ZOTTOLA, and PENNY JANZEN to the positions of Level 2 Copy Editors for Computerworld. Deborah joined the copydesk in February of 1984, and has been responsible for the calendar and the page 2 summary sections of the paper. She will also be responsible for the production of CW's charts. Lory and Penny both joined the Computerworld copydesk in April, 1984. Lory will be taking over the management of Special Reports, and Penny will be taking over the production of editorial pages and serve are cartoon editor. Congratulations, Debbie, Lory, and Penny, on your promotions!

IDG

Update

Date:___________

Dept:___________

WHAT'S NEW THIS WEEK IN YOUR DEPARTMENT IN THE AREA OF:

CORPORATE NEWS/BUSINESS DEVELOPMENTS (e.g., new projects started, new services, new publications, sales records, major new contracts, people travelling, etc.)

PERSONNEL PROMOTION/TRANSFER (new job titles, transfers between companies or departments, new promotions, employee awards, etc.)

NEW EMPLOYEES (report name, title, job responsibility, and background of new employees who have joined your company/division)

SOCIAL EVENTS/SPORTS (report here any intra-company or inter-company sporting events, on-site social activities, and related events)

PEOPLE (report here newsworthy events in the lives of employees, such as engagements, marriages, new births, civic recognitions, etc.)

CLASSIFIED (list any classified ads that employees might want to have published in the IDG Update "Classified" section)

Please submit to: Carol Famosi, Editor, IDG Update, 5 Speen Street, P.O. Box 1450, Framingham, MA 01701. Telephone: (617) 875-5000, x440. Telex: 951166. Electronic Mail: IDG.C/Famosi. Thank you!

CWCI's Display Advertising Sales Department announces the promotion of DOUG SANBORN to the position of Display Advertising Coordinator. Doug joined CWCI in January, 1984, in the newly created position of Display Advertising Assistant. In his new role as Coordinator, Doug will service the San Francisco and Houston sales offices and all accounts represented by those offices. Congratulations on your new position, Doug!

IDC recently announced the appointment of DOROTHY FERRITER to the position of Sales Coordinator. In this position, Dorothy will be maintaining the Sales Management System designed to monitor and track inquiries and the sources from which they came. To coordinate this effort, Dorothy will be working very closely with IDC's Sales and Marketing Departments, as well as with the individual Program Managers. Congratulations and best wishes on your new position, Dorothy!

Transfers

CWCI is pleased to announce the transfer of LISA MORSE as new Display Advertising Assistant. Lisa transferred to the Advertising Department from Circulation where she was hired as a Traffic Clerk in April, 1984. In her new capacity, Lisa will be handling coordination of the Computerworld Response Card Deck, as well as providing extensive backup for the entire Advertising Department. Best wishes in your new position, Lisa!

CWCI's Editorial Department recently announced the transfer of KIM VALLOCH as a Level 2 Copy Editor for Computerworld. Kim comes to the editorial team with almost a year and a half of experience with the Buyer's Guides where her responsibilities included copy editing, proofreading, and page production. Best wishes on your new position, Kim!

New Employees

InfoWorld's Editorial Department extends a hearty welcome to MICHAEL MCCARTHY, recently appointed as Senior Editor/News for the publication. Mike comes to InfoWorld with a comprehensive background in microcomputer and news journalism. According to Mike, he began in news, spent a decade as a freelancer writing screenplays and television commercials and videotapes, and has now come full circle to his first love -- news. Mike has also worked on weekly newspapers and newsletters, and served as an investigative reporter and columnist. More recently, he has worked for Dysan Corporation, Paperback Software, and Osborne Computers. "When you start in news, its like riding a bicycle," says Mike, "you never lose your taste for it. It's like an addiction. Nothing's quite as exciting as weekly news. It's just the right blend of deadline and timing." Welcome to the InfoWorld newsroom, Mike!

LINK recently announced the addition of MARILYN KAHN as Manager of Library Services. In this position, she is responsible for the organization and acquisition of information, as

Continued

well as online database searches. Before joining LINK, Marilyn worked at the YIVO Institute, assisting in the production of a videodisc covering East European history. Previously she was a librarian at the medical advertising agency of William Douglas McAdams. Marilyn holds a Masters Degree in Library Science from the University of Michigan, and a BA degree in history from Connecticut College. Welcome to LINK, Marilyn!

Welcome aboard to CHRISTIAN BARNHOLDT, new Research Manager at IDC Scandinavia. Prior to joining IDC Scandinavia, he held senior positions in the Institute for Research and at IBM in Denmark, and most recently has been the senior adviser to a county data processing center. Christian obtained his Economics degree from Copenhagen University in 1973 with a Masters Degree the following year. Married with one child, Christian is fluent in Danish, English, French, German, and American. Best wishes at IDC Scandinavia, Christian!

IDC Scandinavia recently announced the appointment of FREDDY ENGEL to the position of Manager, Chief Information Officer Planning Services for CIOPS. Since 1977, he has held several positions within the motor trade, rising to be the Vice President-Finance for a large distributor in Scandinavia with responsibilities for strategic planning, budgeting, and the development of all data processing systems. Freddy received a degree in Economics from a leading business school in Copenhagen, and has a good working knowledge of Norwegian, Swedish, German, French, and Spanish, as well as total fluency in Danish and English. Welcome to IDC Scandinavia, Freddy!

A welcome addition to IDC Scandinavia is HANS BECH as Product Manager in the CIOPS User Services Program in the Finance Industry. Hans earned a Masters Degree from Copenhagen University, and an MBA in Marketing and Financial Institution Management from INSEAD in Fontainbleau, France. Hans is single, and fluent in Danish, English, French, and German. Welcome to the IDC team, Hans!

Welcome to NANCY LANGMEYER who recently joined the Sales Promotion Department of CWCI as the Account Manager for Computerworld, Micro MarketWorld, and CW's Office Automation, NCC Daily!, and Extras! In this position, she is responsible for planning ad campaigns and overseeing the execution of design and copy, as well as acting as liaison between sales promotion and advertising sales. Previously, Nancy worked with Kelly & Wallwork in Boston where she was the Account Executive for Datamation, Avatar, and several consumer accounts. In her leisure, Nancy likes to collect ceramic pigs and enjoys planning skiing and backpacking trips. Welcome to the Sales Promotion staff, Nancy!

IDG extends a warm welcome to PHILIP RENTZ, Credit Analyst handling Computerworld accounts. Prior to joining IDG, Philip was employed by Household Finance in Troy, New York, as Assistant Manager. Philip graduated in December, 1981 from Babson College with a B.S. Degree in Finance. Born in New York, Philip now resides in Natick, Mass. In his spare time, he enjoys photography and sailing.

CWCI recently announced the addition of STEVE MOORE as Senior Writer for On Communications. Prior to joining CWCI, Steve was employed as a staff writer for Alpha Micro Users Society (AMUS) in Boulder, Colorado, and served as an aerobics instructor for the City of Boulder. A graduate of the University of Colorado, he received a B.A. in Music and is working towards a Master's Degree in Journalism and Telecommunications. In his spare time, Steve enjoys music, running, aerobics, skiing, and sailing. Welcome to CWCI, Steve!

Anniversaries

One-Year Anniversaries

Liz Johnson-Morris, CWCI
Marjorie Stern, CWCI
Christine White, PCW

Two-Year Anniversaries

Ann Marie Cuccaro, IDC
Honey Germagian, IDC

Three-Year Anniversary

Kathleen Gow, CWCI

Four-Year Anniversaries

Elizabeth Beleny, LR
Jeanne Burke, CWCI
Haines Gaffner, LR
Patricia Gaudette, CWCI
Raylene Robinson, IDC
Steve Sieck, LR
Ken Wesley, LR

Five-Year Anniversary

Diane Sukey, CWCI

Sixteen-Year Anniversary

Joanne Capolino, IDC

A Tribute To A Friend

Ted Sullivan was a man of great courage who enlightened many of our lives. His warmth, experience, and leadership have touched many of us and has made us that much richer in knowing him.

Ted had an impeccable sales record which was key in developing the Central Region at IDC to what it is today. He had the ability to win the respect, genuine affection, and esteem of all his clients and colleagues in the industry.

Throughout Ted's illness, he always wanted to know about his friends at IDC. He cared so much about the company and his willingness to contribute never lessened.

When I think of Ted Sullivan, I think of how he showed the true meaning of life -- I think of the happy times, his capacity to enrich every conversation with his spontaneous humor, and his talent for bringing people together to just have a good time, his love for the Red Sox and pride in the Boston College Eagles. He would be proud of BC being rated #5.

Like most people, those who knew Ted feel the loss, but will always know that Ted has touched us in a very special way in that his spirit will live on through us.

I can think too of no greater pleasure than to pause, and it will always be a pleasing memory to think I shared such friendship with a truly honorable man: Ted Sullivan.

[Submitted by Dorothy Ferriter-International Data Corporation]

Fitness Focus

The Cereal Bonus

The consumption of cereals is consistent with the advice from health and nutrition authorities to include more carbohydrates and less fat in our diets. In addition, fiber has gained attention as being important for good health. Whole grain or bran cereals, such as bran flakes, raisin bran, and other fiber cereals are good contributors to the diet.

Cereals are naturally free of cholesterol and low in fat, making them wise choices for those who have been advised to watch their intake of these substances. In addition, the sodium level of ready-to-eat cereals is moderate. When served with skim milk, ready-to-eat cereals can be included in low calorie, low fat, low cholesterol eating plans. And with a physician's or dietitian's O.K., most cereals (except presweetened ones) can be included in diabetic diets.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

ASSISTANT TO THE PUBLISHER

CWCI is seeking an Assistant to the Publisher of Micro MarketWorld. This individual must have 3-5 years experience as an administrative assistant in a multi-department organization. A college degree or equivalent is required. This position is responsible for the daily routing of two or more people involved in general administrative support to the home office, the editorial and the sales functions including the field offices around the country. This individual provides guidance and suggestions to field offices and operational departments that relate to the following items: facilities, phones, equipment, furnishings, leases, employment procedures such as hiring, firing, benefit programs, travel arrangements as requested, housing and hotel accomodations for major events such as trade shows, budget and cost control information on specific items, coordination and explanation on commission plans and status, direct supervision of all office procedures including processing mail, ordering of supplies/printing, list maintenance activity in relation to the sales force. Beyond these responsibilities and duties, the Administrative Assistant also supports the Publisher in matters of budget, confidential material, planning, and general secretarial duties. Candidate must be a self-starter who can organize personal workload, direct people reporting, and have a finesse for coordinating intradepartmentally within CWCI, IDG, and IDC. Maturity of judgement is essential and the ability to follow through is essential. To apply, please contact Tom Casalegno of CWCI at (617) 879-0700, x369.

TYPESETTER

CWCI is seeking a trained typesetter with a minimum of one year's experience for a busy trade book publication production department. Accurate typing skills a must, with a minimum of 60 wpm on the keyboard. Responsibilities will include daily inputting of manuscript material, tabular material, line corrections, and eventual work with advertising design and promotional pieces. Training is offered on Atex computer system. To apply, please send your resume (including salary requirements) to Carol Polack, Typesetting Manager, CW Communications/Inc., 375 Cochituate Road, P.O. Box 880, Framingham, MA 01701.

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Volume 14, Number 36 September 24, 1984

IDC Scandinavia's Activities

IDC Scandinavia recently played its part in celebrating IDC's 20th year of operation with a dinner in Tivoli and a "hair down" party. IDC Scandinavia staffers in Copenhagen, as well as agents in Oslo, Stockholm, and Helsinki, were presented with a his or hers goblet inscribed with "IDC 20 Years."

Continued on Page 5

IDC Scandinavia celebrating IDC's 20th Anniversary.

IDG Announces Photo Contest Winners

AND THE WINNERS ARE . . . It wasn't easy, but the judges have chosen the twelve winning photographs for the IDG International Photo Contest which the IDG Update has advertised over the last few months.

Choosing 12 winners from the incredible number of excellent entries was extremely difficult, but the judges feel they have the best. All the IDG subsidiaries will have the opportunity the view the IDG calendar, which is to be to be distributed around Christmas time.

The judges, GLENN RIFKIN, ANN BARTOLOTTI, and TOM MONAHAN, all of CWCI's headquarters in Framingham, would like to thank everyone for entering. They would especially like to encourage more entries next year from other countries of the world.

Photo entries will be returned shortly; however, the winning photographs will be held for some time and returned at a later date.

Continued on Page 7

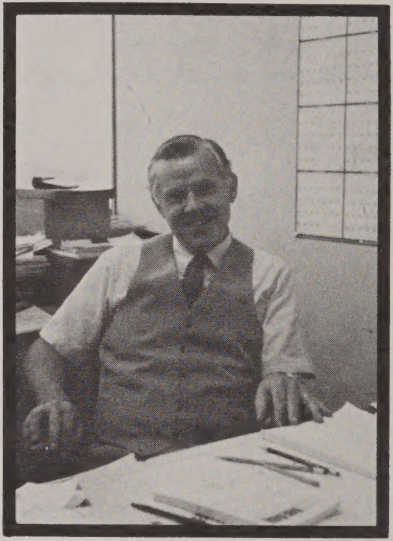
Spotlight

IDC Production & Mailroom

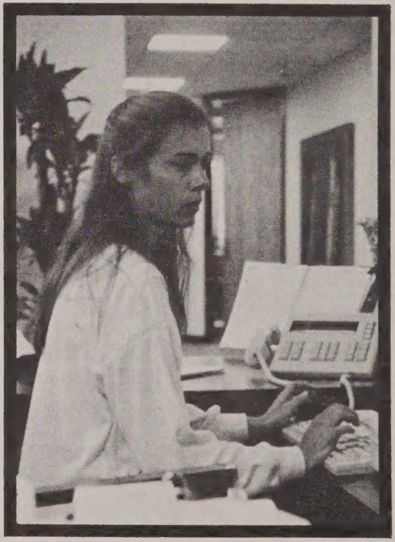
Production

IDC's Production Department includes a wide variety of functions and responsibilities, including report editing and proofreading; printing production of research reports, memos, newsletters, brochures, and promotional material; word processing management; the mailroom; the copy center; facilities management; and electronic mail. In 1984 an estimated 800 to 900 separate documents and projects will be processed through the department. Production has also recently added a graphics production capability, and is producing in-house a large percentage of the research report graphics previously generated by outside sources. A national supplies contract has also been established for all divisions of IDC, resulting in considerable savings on quantity purchases.

LARRY BISHOP serves as IDC's Production Manager, with overall responsibility for the department's operations. He handles the coordination and purchasing of all printing requirements of the corporation, and supervises all other departmental functions. Larry also acts as IDC Framingham's liaison for the international offices in providing reports and other information requests. He can be found in the office with reports stacked to the ceiling. Larry, an MBA graduate in Marketing from Columbia University, enjoys sports, and coaches little league baseball in his leisure.



Larry Bishop

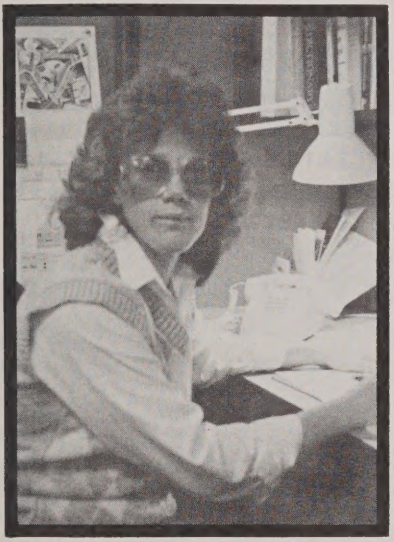


Pam Gendreau

PAM GENDREAU is IDC's Production Services Supervisor. Since joining IDC in August of 1981, Pam has held several positions in the Production Department.

Continued on Page 3

Among her current duties are monitoring and managing IDC's Wang Word Processing System and acting as the key operator for the system, and supervising IDC's electronic mail activities. Pam, who also runs IDC's "plant orphanage," tries to revive any ailing or abandoned plants. She is a graduate of Katherine Gibbs Secretarial School in Boston, and is currently working toward an MIS degree at Northeastern University. Prior to joining IDC, Pam worked at IBM and Raytheon. Her spare time activities include skiing, hiking, and bicycling.



Patti Williams

IDC's Copy Editor is PATTI WILLIAMS. A member of IDC since July, 1983, Patti is responsible for editing and proofreading the reports produced by the various programs of IDC and LINK Resources. Patti has a Master's Degree in Linguistics and Writing, and she currently teaches business and technical writing courses during the evenings at Northeastern University. In her spare time she enjoys reading, going to the movies, and being a single parent to four children (including a set of identical twins).

Carol Miller

Production Services Assistant in IDC's Production Department is CAROL MILLER. Carol currently spends most of her time proofreading reports, memoranda, and news copy. An erstwhile English teacher who took time out to raise a daughter and son, Carol spent the last three years working at an advertising agency before joining IDC in June. Carol, a Minnesota native, is happy to be living in New England where she has the opportunity to continue to pursue her hobbies of visiting historical sites, cross-country skiing, and fishing. Carol now lives in the town of Holliston with her husband, two cats, and an English Labrador retriever.

DONNA SPARROW, Production Services Assistant, has been with IDC since March, 1984. Her duties in the Production Department include editing documents on the Wang system, producing in-house graphics, and sending telecopier messages. Donna

Continued on Page 4

comes to IDC from the Brockton Typesetting Corporation where she was the whole production department. In her spare time Donna enjoys dancing, cooking, and following her favorite bands.

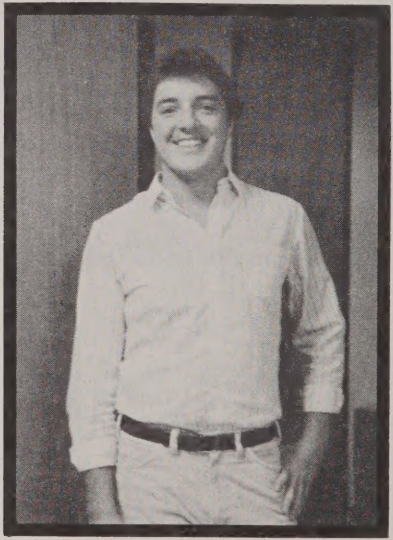
Donna Sparrow

Tracy Hammed

TRACEY HAMED runs the Production Room -- probably the busiest place at IDC/Framingham! With IDC for a year and a half, Tracey left Ohio several years ago where she worked as a volunteer for an art museum, organizing fund raisers and collecting art. Tracey now considers Massachusetts her home, and enjoys her 10-year-old son, people, music, reading, and politics.

Mailroom

KENNETH SCHOLL, a member of IDC since August, 1981, serves as Manager of IDC's Mailroom. In this position, Ken oversees all of IDC's shipping and receiving functions. Ken is currently attending evening courses at Newbury College to obtain an Associates Degree in Business Management. In his free time, he states, "I enjoy picking flowers, going on nature hikes, and knitting fun things for my friends and family." However, close sources to the IDG Update report that Ken is an avid sports fan, enjoys riding his new motorcycle, and likes canoeing in the summer.

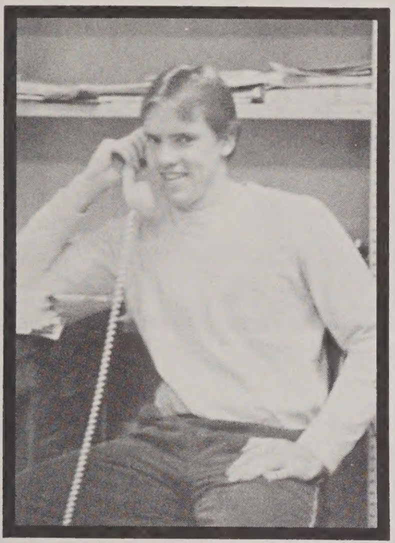


Ken Scholl

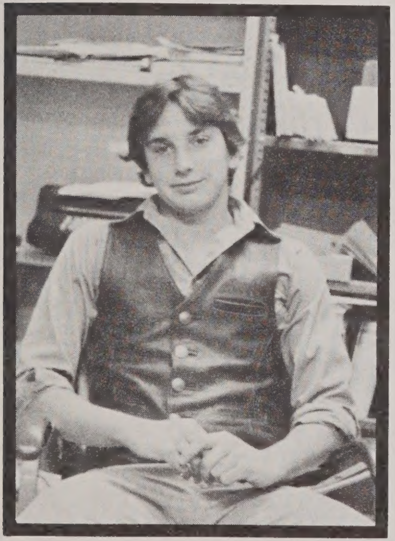
PETER TOWNSEND joined IDC's Mailroom in July, 1983. Along with assisting in general mailroom functions, Pete is primarily responsible for distributing

Continued on Page 5

IDC reports. He is presently enrolled in Northeastern University's evening classes, and enjoys "disco dancing, collecting fast cars, and snow skiing" as interests.



Peter Townsend



David Abercrombie

DAVID ABERCROMBIE has been working in the IDC Mailroom since February, 1984. Dave is primarily responsible for "distributing morning mail bright and early to internal employees," as well as packaging and metering daily outgoing mail shipments. Originally from Houston, Dave graduated from Weston High School in 1982 and plans on continuing his communications degree at Harvard in January. In his leisure, Dave enjoys all sports -- especially ice hockey, water skiing, windsurfing, and basketball.

IDC
INTERNATIONAL DATA CORPORATION

More News...

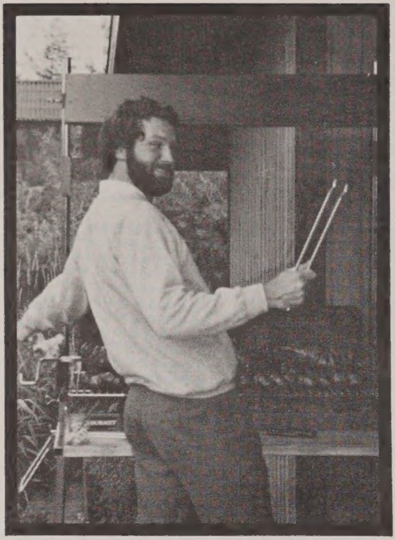
IDC Scandinavia

From Page 1

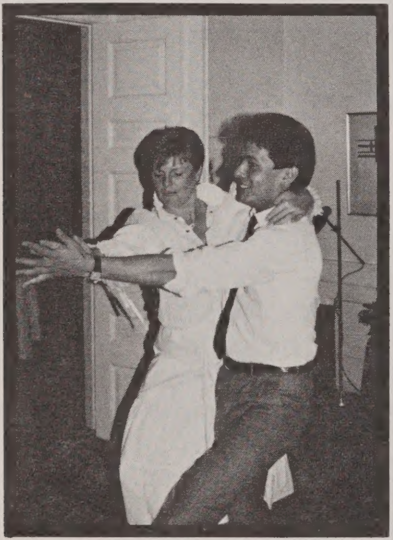
In mid-August IDC Scandinavia also held a summer barbecue party. LISBETH NILSSON was a magnificent hostess, and NILS LEMMING once again demonstrated his culinary skills on the grill.

IDC
20 år
IDC
20 år

His and Hers goblets presented to IDC Scandinavian members.



NILS LEMMING of IDC Scandinavia prepares for the feast for the company's summer barbecue.

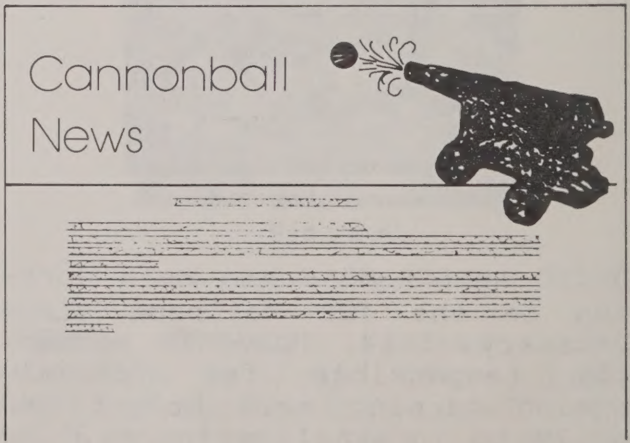


LISBETH NILSSON and PETER HOLM of IDC Scandinavia showing their team spirit!

LISBETH NILSSON of IDC Scandinavia was recently presented with an "Exceptional Performance Award" by Chairman PATRICK MCGOVERN. The award, a crystal ball with the EPA '84 inscription, was presented to Lisbeth in recognition of her outstanding achievements at IDC Scandinavia -- namely, just one year after the launch of the very successful "News Scan" report, Lisbeth launched the IDC Scandinavia "Cannonball News" report, and obtained her first major annual contract.

"Cannonball News" was so well received by IDC Scandinavian clients that DAVID ROUSE, Managing Director, presented Lisbeth with a real cannon which will now be fired every time IDC Scandinavia has something momentous to tell the industry, or has booked a contract for over one million kroner, or both!

Congratulations on your fine accomplishments, Lisbeth, and best wishes for continued success with IDC Scandinavia!



IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

September, 1984

TOPIC: DEVELOPING ASSERTIVE MANAGEMENT SKILLS

DATE: October 9th, The Sheraton Tara, Nashua, NH.

The Center for Management Development sponsors this skills-building seminar for managers who wish to work effectively with others while maintaining their own confidence and sense of control. Through rehearsal in behavioral modeling, you will learn how to apply assertive techniques to on-the-job situations. You will acquire four new skills to increase your productivity -- pursue personal and organizational goals without violating the rights of others, be responsive to the motivation and goals of others while maintaining conviction and purpose, disagree in an unthreatening manner, and say "no" appropriately without generating anger. The course outline includes five main topics: Managerial Behavior, Guidelines, Behavioral Rehearsal Exercise, Assertiveness and Escalation, and Assertive Behavior. Program fee includes all materials, luncheon and refreshments.

TOPIC: HOW TO MAKE EFFECTIVE PRESENTATIONS

DATE: October 10th, Colonade Hotel, Boston, MA.

COST: $225 per person.

The Center For Management Development presents this seminar for those managers and staff who want to be more effective when speaking to a group or an individual. You will learn to build on your existing strengths and deliver with confidence. The seminar outline includes: What Makes A Presentation Effective, Can You Give An Effective Presentation, How To Plan A Presentation, Communication Aids, Delivery, and How To Put It All Together. You will learn to analyze your audience, better organize, and determine when communication aids will be useful and when they will be distracting.

TOPIC: DBASE II

DATES: October 11-12, The Back Bay Hilton, Boston, MA.

COST: $595 per person. Company "teams" of 3 or more will receive a 10% discount.

The American Institute For Professional Education offers a two-day seminar for men and women who actively use today's microcomputers. This intensive workshop rigorously guides participants through dBase II. dBase II has been acclaimed for its structural strengths, its speed, its ease of operation, and report generation. This seminar is designed for programmers and non-programmers alike as attendees need not be familiar with the details of programming. The seminar outline includes topics such as: Introduction to dBase II, dBase II Files, The dBase II Programming Structure, Programming Techniques, and Data Base Design.

TOPIC: WINNING TACTICS FOR IMPROVING CUSTOMER RELATIONS

DATES: October 16th, Howard Johnson's Motor Lodge, Manchester, NH. Also October 17, The Back Bay Hilton, Boston, MA.

COST: $155 per person, $140 per person when 3 or more enroll.

Dun & Bradstreet are offering is seminar with easy-to-use strategies that solve "little" problems before they become big and expensive. You will learn to save your regular accounts from becoming irregular accounts, solve disputes, soothe ruffled feelings, provide more sales ammunition, spot in-house problems that may jeopardize future sales. The program outline includes: Dealing With Emotions, How To Uncover The Real Problem, Get A Clear Message Across By Phone Or Writing, Getting the Maximum Pay-off From Customer Service Activities. Each attendee receives a comprehensive "how to" manual.

TOPIC: DEVELOPING EFFECTIVE COLLECTION STRATEGIES

DATE: October 17th, The Lenox Hotel, Boston, MA.

COST: $145 per person, $130 per person when 3 or more enroll.

This seminar, offered by Dun & Bradstreet, is designed for collection supervisors, credit managers, controllers, and other professionals who want to improve their collection efforts. Topics to be covered include: Establishing a degree of quality among accounts, The fallacy of regarding all customers as equal, Designing a profit-oriented operating plan, Reducing costs, and more. This seminar provides case-by-case demonstrations showing how these tactics are applied day-by-day. All participants receive the manual "Collection Strategies" to serve as a refresher and reference source when back on the job.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: __________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

Photo Contest Winners

From Page 1

And now, the moment you've all been waiting for . . . the winners!

Jeff Seidman (AV World):
Daytona Beach (Best of Show)
Kathy Gow (CWCI):
Christmas Morning, St. Michael, Austria
George Harrar (CWCI):
Sunfall
Hans Braggar (CW/Benelux):
Japanese Wedding
Sandra Merchant (CWC/P):
Waiting
T. Doane Perry (IDC):
Old Women
Ed Warner (CWCI):
The Tailor
June Fettig (CWCI):
Grand Canyon
Christine Midwinter (CWCI):
Reflection
Ulf Froitzheim (CW/Germany):
Iller Creek, Bavaria
Penny Janzen (CWCI):
Classroom Doors, Botswana
John Dix (CWCI):
Irish Dog

Congratulations to all on your excellent photography. . . and keep those camera shutters clicking in order to be prepared for next year's contest!

People

SAIMAN HUI, Managing Director of IDC Asia Limited in Hong Kong, has been invited to make a presentation on the information technology market in China at the 5th Southeast Asia Regional Computer Conference, to be held on Monday, September 24th, in Hong Kong. Approximately 1,000 delegates from China, Japan, Australia, New Zealand, the United Kingdom, and others parts of the world are expected to attend. The theme of this conference is the impact of information technology in Southeast Asia. Best wishes, Saiman, on your presentation!

Congratulations to FRANK WIELKI of CWCI's Mail Center and his wife, Lorna, on the birth of their son, John Phillip Wielki. John Phillip was born on Sunday, September 9th, and weighed in at 7 pounds, 8 ounces. Best wishes to you, Frank and Lorna, and to your new baby boy!

Promotions

CWCI's Marketing Services Department has announced the promotion of JONNA YAGER to the position of Account Coordinator in the Direct Marketing Department. In this position Jonna will be responsible for various promotional activities, including some of the conference promotion for CWCI and subscription promotion for IDC newsletters. Previously Jonna worked in CWCI's Marketing Services Department as an Administrative Assistant. Congratulations on your appointment, Jonna, and best wishes for future success!

CWCI recently announced the appointment of JANET FIDERIO as Special Reports Editor for Computerworld. Since May, 1983, Janet has been Managing Editor of Hot CoCo magazine at the CWCI operation in Peterborough, New Hampshire. Her responsibilities included coordinating editorial production deadlines, technical review of editorial content, supervision and approval of art and graphics, and editing both a column and feature articles. Prior to Hot CoCo, Janet spent a year as Review Editor for 80 Micro magazine, also a CWCI/Peterborough publication, where she solicited and edited manuscripts for a 30-page review section. Janet earned a B.A. in Psychology and Sociology from New Hampshire's Franklin Pierce College, and has recently completed a course in magazine design at Keene State College. Congratulations on your new position, Janet, and best wishes for continued success!

CWCI's Editorial Department has announced the appointment of BARB SUTTON as a Copy Editor for Computerworld. Barb comes to Computerworld from six months at the Micro MarketWorld desk where her duties included copy editing, proofreading, layout, writing headlines and product announcements, and overseeing production. Previous to Micro MarketWorld, she was employed as a proofreader for Recording & Statistical Corporation. Barb also held positions as a reporting/copy editing intern with the Elmira Star Gazette, and as an editorial editor for Syracuse's The Daily Orange. Barb is a 1983 graduate of Syracuse University in New York. Best wishes in your new position, Barb!

Congratulations to MARY DOYLE on her recent appointment as Account Coordinator in CWCI's Sales Promotion Department. Previously Mary worked in CWCI's Direct Marketing Department as the Account Coordinator for InfoWorld and Computerworld. Among her varied new responsibilities, Mary will concentrate on expanded promotional efforts for CW International Marketing Services. Congratulations on your new position, Mary!

New Employees

IDC's Washington Division has announced the appointment of G.F. (Jeff) TANHAM to the position of Manager-Product Sales. In this position Jeff will be working closely with the entire IDC sales force to integrate Washington Division products into the commercial marketplace. He will also be responsible for all of IDC Washington's marketing efforts, from direct mail to product development. Jeff comes to IDC with fourteen years of marketing and sales experience, which includes domestic, federal, and international markets. Previously he spent four years with Deltak at their Washington office and their Chicago corporate headquarters where he was consistently one of their top salesmen, as well as holding various staff management positions. Jeff holds a B.A. degree in Economics from Berkley. Jeff, his wife, Debbie, and their eight-month-old daughter, Elizabeth, are relocating to the Washington area from the windy city of Chicago. Welcome to the IDC team, Jeff!

A welcome new face in Computerworld's Editorial Department is CHRIS CASATELLI, new Copy Editor. Chris comes to Computerworld from WNEV-TV in Boston where she was an intern with the political unit. Previous to her employment with WNEV-TV, she worked as a research assistant at the Syracuse University Institute for Energy Research, and as the copy editor for The Daily Orange. Chris, a 1983 graduate of Syracuse University, received an M.A. in International Relations from Syracuse University in June, 1984.

CWCI extends a warm welcome to CHARLES BABCOCK, Computerworld's New York Correspondent. Prior to joining CWCI, Charlie worked as a Business Editor for both the Evening Press and Sun-Bulletin papers in Binghamton, New York. In addition to general business reporting, he has increasingly specialized in generating stories on the high technology companies in the Upstate New York area, and has received several awards from the Gannett Publishing chain for his work on high tech companies. Charlie is a 1969 graduate of Syracuse University, with a B.S. degree in Journalism and American Studies. Welcome to the Computerworld staff, Charlie!

IDC's and CWCI's Paramus, New Jersey sales offices extend a hearty welcome to SUSAN LARSON, who recently joined as Sales Secretary. Prior to joining the group in Paramus she was employed by Global Recruiters, Inc. as a secretary. Susan and her husband reside in Riverdale, New Jersey. In her leisure she enjoys hiking, photography, reading, and camping as hobbies. Welcome to the team, Susan!

A welcome new member of IDC's Leasing Planning Service is CHARLENE GIGLIOTTI, Account Manager-Communications. Prior to joining IDC Charlene was employed with Executone of Boston, Inc. Before joining Executone she served as customer service representative with Multi-Tasking Systems, Inc. Welcome to the IDC family, Charlene!

Anniversaries

One-Year Anniversaries

Karen Dowell, PCW
Dorothy Mager, IDG
Karen Mandell, CWCI
Ellen Staelin, IDC

Three-Year Anniversary

David Brown, IDC

Four-Year Anniversary

John Hart, IDC

Six-Year Anniversary

Dave Needle, PCI

Etcetera

IDG France S.A. has recently announced a change in its formal corporate title to Computerworld Communications S.A. All corporate activites remain the same, as does the address, telephone number, and telex number.

Classified

ASSISTANT EDITOR

Micro MarketWorld had an immediate opening for an Assistant Editor. Responsibilities include: copy editing news and features for grammar, style and consistency; proofreading page proofs; rewriting press releases for the products section; and writing headlines. The position requires a sharp eye for detail, the ability to work under the pressure of daily deadlines, and some newspaper experience and/or a college degree. This is an ideal opportunity for a recent journalism school graduate. Experience on electronic editing system is preferred. Knowledge of computers is helpful, but not necessary. Please send resume and salary requirements to David Grober, Micro MarketWorld, 375 Cochituate Road, Framingham, MA 01701, X377.

ADMINISTRATIVE ASSISTANT

CWCI's Marketing Services Department is seeking an Administrative Assistant to perform various administrative duties, including recording and totalling time sheets, recruitment advertising placement, coordinating news clips from our clipping service, maintaining PR lists, coordinating press release mailings, correspondence, filing, proofreading, and making travel arrangements. To qualify, candidates must have excellent typing skills and be able to work independently with a minimum of supervision. Interested persons should contact Jonna Yager of CWCI/Framingham at (617) 879-0700, X424.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

PUBLICATIONS/PRODUCTION

WGE has an opportunity for a dedicated, bright individual to learn a state-of-the-art typesetting system in a fast-growing, high tech company. Knowledge of typewriter keyboard necessary; paste-up and design experience a plus. Typesetting and computer background helpful, but not necessary. Shift work (flexible hours) to start. Non-smoking environment. Send resume to Jane Peirce, Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458.

RESEARCH ANALYST

IDC's Customer Service Program (CSP) is seeking a capable individual to research and write reports covering the maintenance segment of the information processing industry. The qualified candidate will be one who has a college degree, enjoys doing extensive research and writing, and can work with a minimum of supervision to meet publication deadlines. As part of this position, the individual will design and perform both telephone and mail surveys. The individual will also, when required, assist in the client service aspects of the CSP program. As part of a small group of individuals who study and report on the computer service industry, the candidate will sometimes be called upon to give presentations and speeches to clients and the general industry. A knowledge of the information processing industry would be helpful, but is not necessary. Interested candidates should a resume along with a copy of a writing sample to Ron Shugan, IDC, P.O. Box 955, Framingham, MA 01701.

PUBLIC RELATIONS DIRECTOR

Fast-growing, diversified, high tech firm seeks versatile writer of new product press releases, newsletters, scripts, etc. Must be able to work with a variety of media (radio, newspaper, magazine, etc.) and have keen journalistic intuition. Public relations experience within the high tech industry helpful but not necessary. Non-smoking environment. Send resume to Jane Peirce, Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458.

PUPPY FOR SALE

Cocker spaniel puppy, female, four months old, honey color, AKC registered, with all shots. Moving, and cannot take dog along. Cost $400, will take best offer. Call Robin Poulin days at (617) 879-0700, X532, or evenings at (617) 881-5492.

ROOM WANTED

Young Danish male seeks room or flat in the Framingham area from mid-October for approximately three months, maybe more. Willing to share expenses. Please contact Anthony Rouse at IDC Scandinavia, Nybrogade 24, DK-1203, Copenhagen K, Denmark. Telephone: 45-1-123480.

PRINTER FOR SALE

Silver Reed-500 for sale, letter quality, 14 CPS, parallel interface. Asking $400. Call Leslie Miller at CWCI, (617) 879-0700, X452.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 35 September 17, 1984

Microcomputing Merges With InfoWorld

DEBRA WETHERBEE, General Manager of CW Communications/Peterborough, announced last week that Microcomputing magazine will be merged into InfoWorld, the weekly magazine on microcomputing, effective with the December issue.

Three of CWC/Peterborough's most successful magazines, Run, 80 Micro, and inCider, are all geared to users of specific microcomputers, and originally started as spin-offs of Microcomputing. "The three machine-specific magazines took away much of the advertising and reader base of Microcomputing, which has remained a broad-based publication intended to give an overview of the microcomputer field," Debra Wetherbee explained.

In making the announcement, Debra said that there had been a significant shift in advertising and reader interest away from from general microcomputing magazines and into machinespecific magazines over the past two years, and all signs are that this trend will continue.

Continued on Page 5

micro COMPUTING
The Practical Journal of Advanced Computing
Speaking Your Language
Compaq's Hardy Hard Disk
IBM RELEASES DELUGE OF SOFTWARE
InfoWorld
The Newsweekly for Microcomputer Users
SOFTWARE PACKAGES GET INSIDE YOUR HEAD
APPLE AND HP HAVE PROBLEMS WITH LCD PANELS
BUSINESSES CAN BUY SOFTWARE ELECTRONICALLY
REVIEWS:
CLOUT FOR R-BASE
PLEASE: A GOOD, ATTRACTIVE FILER
MAD I: FAST AND EASY TO SET UP

CWCI Volleyball A Smash

Having survived a rigorous playoff schedule to earn a place in the finals, the musical tune of the "Rocky" theme blared over the crowd as the APEELINGS and CHOCOLATE MOOSE took the court for the 1984 CWCI Volleyball Championship game on Friday, August 24th.

Behind the stellar play of BOB WESCOTT, JEFF CORDEIRO, and PAULINE SMITH, the Apeelings took the championship title easily. The Chocolate Moose had

Continued on Page 5

GOLDEN & OPC

IDG France S.A. produces several publications serving the computer industry in France. This week the IDG Update spotlights the staff of GOLDEN and OPC magazines, published by this group through the efforts of Micro Presse, an IDG France S.A. subsidiary. GOLDEN is a monthly magazine designed for business and professional users of Apple and Apple-compatible computers. OPC is also a monthly, dedicated to to the IBM personal computer user in France.

JEAN-LOUIS REDON is the Publisher of GOLDEN and OPC. At 34 years of age he holds a Master of Business Administration from a French business school.

Jean-Louis Redon

Jean-Louis joined CWCI/France in June, 1983 to start up the Micro-Presse operation. His former experience includes being General Manager of a publishing company for photography books and magazines. He began his career as the Marketing Manager of the French weekly business magazine, "Le Nouvel Economiste," during the period of 1975, when the magazine was launched, until 1980. Jean-Louis is married, with one son, and in his leisure hours he enjoys skiing and sailing in the Greek Islands.

Jean Pellandini

Editorial Director for OPC and GOLDEN is JEAN PELLANDINI. Jean has been involved in the data processing industry for many years, and he holds the distinction of creating the first magazine (in 1959) specializing in data processing in France. Since 1953 he has collaborated in the largest French titles, including "Figaro" and "Les

Continued on Page 3

Echos," as a specialist in aeronautics, electronics, and computer science. Jean is an avid fan of photography, stamp collecting, model building, and gardening.

CLAUDE BRIL serves as Advertising Sales Manager for both GOLDEN and OPC. Claude joined the team in September, 1983 in order to begin the advertising business for the two magazines. During the period of 1971 to 1980, Claude served as Advertising Sales Manager for "Tele-Poche," "Modes de Paris," "Nous Deux," and "Intimite," all produced by the Del Duca Group in France. He was also Advertising Sales Manager for "Temps Reel" from its launching in 1980 until 1983. Claude is married and has three children. In his spare time he enjoys skiing, riding, and tennis. However, his special "love" is photography.

Claude Bril

Assistant to the Advertising Sales Manager is JEANNINE ALLARIA, a real professional. She has been involved in advertising for computer publications for many years and has gained much valuable experience through her "on the job" training. GOLDEN's and OPC's competitors lost her due to the efforts of Claude Bril, who spotted her as a first class assistant.

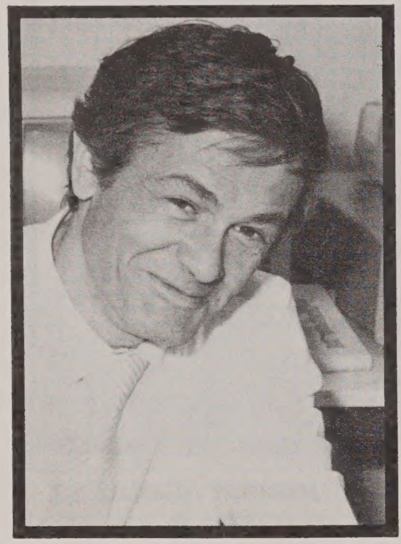
Jeannine Allaria

Bernard Neumeister

BERNARD NEUMEISTER is Senior Editor for GOLDEN magazine. In 1977 he attained his Technical Baccalaureat degree, and in 1981 Bernard achieved his Electronics and Computer Engineer's diploma after only a six-month stay in a computer research center. His

Continued on Page 4

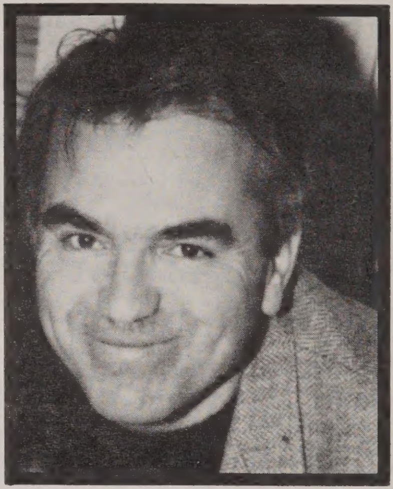
first job started soon after that as Technical Editor for the French magazine, "Micro-Systemes." Born on Christmas Day, Bernard enjoys photography, astrology, and judo.



Philippe Chassaing

Senior Editor for OPC is PHILIPPE CHASSAING. Philippe's work includes organizing seminars, receiving articles from contributing journalists, editing articles for print, and the overall duties of a joint Chief Editor. Beginning his journalistic career in the French Parliament, Philippe then went on to being a political reporter for two years, for a newspaper dedicated to a radio audience. In his spare time he enjoys collecting modern art, jazz music, and playing rugby, which he claims is an activity carried over from his university days.

HORST WIDMANN serves as Art Director for both GOLDEN and OPC. Horst's background includes studies at the Academy of Art in Austria. Formerly on the staff of the magazine "Modes et Jardins," Horst was responsible for producing their new magazine format. He claims he is "crazy" about tennis.



Horst Widmann

Eudes Bulard

Herma Kervran

Senior Copy Editor for both GOLDEN and OPC is HERMA KERVRAN. Herma holds a degree in Journalism and Political Science. She has also been involved with scientific publishing in New York. She loves sailing, skiing, and "meeting deadlines."

EUDES BULARD is responsible for the layout of GOLDEN and OPC. Eudes attained his education at the "Beaux Arts" in France, and was then employed by the news magazine "Jeune Afrique Economie" before joining the staff of GOLDEN and OPC. He is particularly fond of movies and is an expert in "Nouveau Cinema" and music.

Francois Peron

FRANCOIS PERON is currently Assistant Accountant in the Micro-Presse department. Francois joined the GOLDEN and OPC staff after attending Parisian business school and after a series of accounting positions at various companies. His one hobby to which he is very dedicated: old beautiful cars.

OPC

GOLDEN

More News...

Microcomputing Merges

From Page 1

Therefore, she said that CWC/-Peterborough will concentrate on creating and operating machine-specific computer magazines in the future.

Debra said, "We are quite proud of the success of our four current machine-specific magazines, Run for Commodore Computer users, 80 Micro for Tandy Computer users, inCider for Apple II computer users, and Hot CoCo for the Tandy Color Computer users. We expect to be starting several new publications in the near future to support the most important users of the most important new microcomputer models entering the marketplace. In addition, we will continue to publish 73 Magazine, the leading magazine for the radio amateur field."

CWCI Volleyball

From Page 1

nothing to be ashamed of, however -- lead by PAUL GILLIN, LORY ZITTOLA, and JOHN DIX, the Moose rolled through the playoffs and made a tough stand in the finals before losing.

The championship game capped off an exciting inaugural season of volleyball at CWCI. Commissioners SUSAN BLAKENEY and GLENN RIFKIN had no idea when they organized the league that the turnout and enthusiasm would be so high. More than 100 players hit the courts throughout the

Continued on Page 6

summer, and despite rain, mud, and an occasional argument over an out-of-bounds call, the level of play remained top-notch!

The final game was set up in conjunction with a CWCI company picnic -- coordinated with CAROL AUDLEE's usual flair -- so there was a huge crowd on hand for the game. After the game the championship trophy was awarded to the Apeelings, who sipped beer from the loving cup. Other trophies galore were handed out, including:

Best team name — Green Eggs and Ham
Most enthusiastic team — Rop and Ready
Hardest team to find — The Dogfiends
Best team mascot — Baby Kyle Polack
Best captain — Paul Korzeniowski
Most improved player — Lorraine Brien
Best of the worst — Chocolate Moose
Most valuable player (female) — Carolyn Medeiros
Most valuable player (male) — Jeff Cordeiro
Most acrobatic — Tom Monahan
Most enthusiastic player — Trish Gaudette
Most valuable player in all-star game — Paul Gillin
Most lovable team — The Appeelings

Two CWCI Volleyball teams battle it out on the grounds of CW Communications/Framingham.

WGE Creates PICO

"PICO -- The Briefcase Computer Report" is a new, upbeat newsletter produced by Wayne Green Enterprises in Peterborough, New Hampshire. In case you are wondering, the name "PICO" derives from "pico," the word used to describe the next size smaller than micro. WAYNE GREEN, Publisher of "PICO," applies "pico" to describe and differentiate this new breed of small computers as "picocomputers." "PICO" is dedicated to the laptop or briefcase-size computers, which represent the latest in the computer market's trend to miniaturize while still retaining many of the powers of microcomputers. They are, naturally, showing increasing popularity among businessmen and journalists.

Special Pre-publication Issue No. 1

$999.97

pico

The Briefcase Computer Report

A New Breed Bites the Market

by Wayne Green

Why Pico?

According to Wayne Green, "The PICO Report will be dedicated to making these computers the best selling of all . . . both by supporting the manufacturers of picocomputers and by bringing news of support products to the customers."

Continued on Page 7

The first issue of "PICO" is scheduled for a mid-November debut, with a projected initial circulation of 10,000 copies. "PICO" will carry reviews of new picocomputer hardware, software, and peripherals, as well as examine new or expanded uses for picocomputers. The editorial content will be aimed primarily at business users of picocomputers. Other key members of its staff include STUART NORWOOD, Managing Editor; AIMEE EISENBERG, Technical Editor; and WALTER FRIESENDORF, Advertising Director.

People

Special mention to DONNA POMPONI on being reelected as a member of the Board of Directors for the Northern California Chapter of the Business Professional Advertising Association. Donna works in the Sales Department of CWCI's West Coast Division of Micro MarketWorld. Congratulations on this fine appointment and accomplishment, Donna!

Wedding bells were ringing at the Old North Church for JAYNE DONOVAN and Kevin Staley as they tied the knot on June 23, 1984. Following their marriage, Jayne and Kevin relocated from Massachusetts to California. Jayne transferred from to CWCI's Irvine, California office as Ad Sales District Manager for On Communications. Previously she served as Ad Sales District Manager for Computerworld. Best wishes, Jayne!

Congratulations to DIANE UTANO of IDG's Accounting Department and her husband, Nick, on the birth of their daughter, Andrea Elizabeth Utano. Andrea was born on September 10th, weighing 7 lbs. 13 oz., and measuring 21 inches. Best wishes to all of you for a happy, healthy family life!

Anniversaries

One-Year Anniversaries

Marcia Brooks, IDC
Maureen Gannon, CWCI
Kristina Hourigan, IDC
Janice Kamphaus, IDC
Karl Koessel, PCW

Two-Year Anniversaries

Larry Bishop, IDC
Diane Flis, IDC

Three-Year Anniversaries

Margaret Klein, CWCI
Art Shields, CWCI

Four-Year Anniversary

Jane Creighton, CWCI

Five-Year Anniversary

Sandra Howard, IDC

Six-Year Anniversaries

Dot Lanciloti, IDC
Chris Lee, CWCI
Christine Smith, IDC

Eight-Year Anniversary

Marina Young, IDC

Tenth Anniversary

Congratulations to ANN E. DOOLEY, Editorial Editor for Office Automation, on her tenth year with CW Communications/ Inc. Ann recently attended a luncheon at the Ritz Carlton in Boston with Chairman PATRICK MCGOVERN in celebration of her CWCI anniversary. Ann joined CWCI in August, 1974 as a Photography Assistant in the Editorial Department. She was later promoted to Staff Writer in Editorial in 1979, and it was in October, 1981 when she was promoted to her present position. Congratulations, Ann, on your ten-year anniversary!

Ann E. Dooley, who recently celebrated her tenth-year anniversary with CW Communications.

New Employees

CWCI extends a warm welcome to JANET CAMERON as Senior Writer for On Communications. Janet brings to CWCI over 16 years of writing/editing experience, and states her first book was published by Crown Publishing of New York in 1969. A native of Cambridge, Massachusetts, she enjoys music, guitar, photography, and painting in her spare time. Janet is very proud of her 120-year old Victorian home in Cambridge, which she took much time rehabilitating. Welcome to the CWCI team, Janet!

Welcome aboard to CHRISTINE CLYNE to CWCI's sales staff of On Communications, as the San Francisco-based representative. In this position she will cover all customers and prospects in the eleven-state Northwest Territory, and work out of CWCI's Menlo Park, California office. Christine comes to CWCI from Hayden Publishing Company where she sold space for Personal Computing Magazine. Prior to selling advertising, she was a representative for Equitec Securities Company, selling financial planning services and investments to business executives.

IDC is pleased to welcome LYNNE DAVIS who recently joined the ranks as an Analyst in the Communications Industry Research Department. Lynne is a recent graduate of the University of Massachusetts with a degree in Business/Marketing. While attending UMass, she financially supported herself by working as a radiologic technologist at Mount Auburn Hospital in Cambridge. A native of Philadelphia, Lynne resides in Cambridge and enjoys camping.

Fitness Focus

Six Nag-Free Ways to Make That Special Person Healthier

Begging, bribing, and arm-twisting most likely will not help a loved one break a bad health habit, but here are six nag-free ways that may make that special person healthier:

Continued on Page 9

1. Be Positive.
2. Set an example.
3. Do it together.
4. Go slowly into that good habit.
5. Make it easy ... but not too easy.
6. Be patient.

Classified

WRITER/ANALYST

IDC's Publication Department seeks an Editor with fluent writing skills. Needed is someone who can spot trends, synthesize information, and provide analysis of major market segments, and convey conclusions in readable text and graphs for a biweekly publication. Salary commensurate with ability and experience. To apply, please send a one to two page writing sample on the impact of personal computers on office automation (or relevant piece) and resume to the attention of Department MU at IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

MARKET RESEARCH ANALYST

IDC's Communications Industry Research (CIR) program has a position open for a Market Research Analyst responsible for data collection, analysis, report writing, and client support. Excellent analytical and writing skills and some exposure to the research process are desirable. The most important qualifications for this position are: familiarity with, or an interest in learning about, communication markets and technology; good research skills; quantitative skills; and the ability to meet deadlines. A BA/BS degree is required for this position, and some amount of relevant experience. Exposure to market research environment is a definite plus. Communications industry exposure, though desirable, is not required for this position. Candidates for this position should call and/or forward resume to Kim Myhre of IDC at 5 Speen Street, P.O Box 955, Framingham, MA 01701, (617) 872-8200, X325.

DIRECT MAIL COPY WRITER

Growing newsletter business needs compelling copy writer, who is also organized, to be responsible for direct mail and telemarketing efforts. To apply, send relevant sample and resume to the attention of Department MU at IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

RESEARCH ANALYST-FIELD SERVICE

IDC's Customer Service Program is looking for an individual to provide in-depth comprehensive research reports on the field service industry. The individual will be responsible for survey generation, major report writing, and telephone research. A basic knowledge of the service industry would be helpful. Candidates should send resume, writing sample, and salary history to Ron Shugan, IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

ACCOUNT MANAGER/COMMUNICATIONS

IDC's Leasing Planning Service is seeking an Account Manager/Communications to maintain constant vigilance on the used tele-data-communications equipment markets; analyze product announcements, pricing strategies, industry rumors; provide ongoing research in the above areas, write quarterly research memo and monthly newsletter; and support client inquiry service in communications area. To apply, send resume and salary history to Department LPS, IDC, 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

PRINTER FOR SALE

Silver Reed-500 for sale, letter quality, 14 CPS, parallel interface. Asking $400. Call Leslie Miller at CWCI, (617) 879-0700, X452.

ROOMMATE WANTED

Male/female non-smoker to share four-bedroom house in Newton. $300/month includes everything. Contact Cindy Lanciloti of IDC at (617) 872-8200, X615.

ROOM WANTED

Young Danish male seeks room or flat in the Framingham area from mid-October for approximately three months, maybe more. Willing to share expenses. Please contact Anthony Rouse at IDC Scandinavia, Nybrogade 24, DK-1203, Copenhagen K, Denmark. Telephone: 45-1-123480.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

_____ won an award?

_____ been appointed or promoted to a new position?

_____ made a speech?

_____ participated in community activities?

_____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

____

____

____

____

NAME: ______________________

DEPARTMENT: ______________________

COMPANY: ______________________

PHONE/EXT: ______________________

ENGAGEMENTS/MARRIAGES:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Date ______________________

Place of Marriage ______________________

Honeymoon? ______________________

BIRTHS:

Name ______________________

Dept./Title ______________________

Spouse's Name ______________________

Baby's Name ______________________

Date of Birth ______________________

Weight, Length of Baby ______________________

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 34 September 10, 1984

IDC Establishes Canadian Office

August 8th marked the day on which IDC opened its first Canadian subsidiary, International Data Corporation (Canada) Ltd. in Toronto, Ontario. With expansion into Canada, IDC continues to grow as the world's largest market research firm that monitors the information processing industry.

PETER ROWELL, President of IDC, said that the new subsidiary will first set its sights on producing extensive research on the Canadian market.

MARK STIRLING, recently named President of IDC Canada Ltd., states, "The computer industry analysis in Canada is growing by 70 percent a year. IDC Canada plans to supply market data that will allow Canadian technology companies to better assess the entire North American market."

Other members of the staff at IDC Canada are: ROLAND KLASSEN, Programs Manager; ROBERT PAYNE, Senior Analyst; JOHN MORRIS, Sales Representative; SARA PARKE, Office Manager; and MAUREEN MOTTONEN, Research Analyst.

ROBERT PAYNE and ROLAND KLASSEN of IDC's new Canadian subsidiary recently visited IDC and IDG facilities in Framingham.

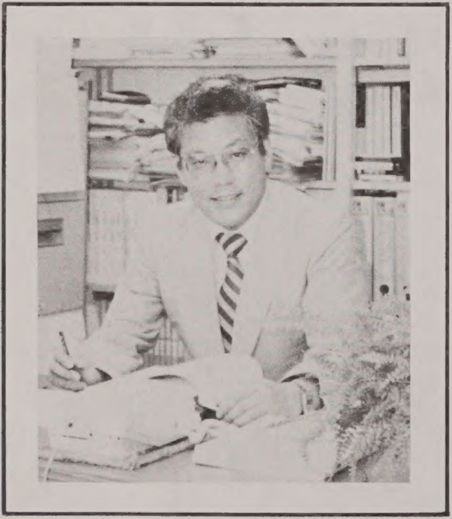
IDC Canada is located at:
15 Toronto Street
Suite 601
Toronto, Ontario
M5C 2E3 Canada
Tel: (416) 369-0033

IDC now maintains research and sales offices in Australia, Canada, Denmark, England, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, and Sweden.

IDC Japan

YUJI OGINO is Managing Director of IDC's Japanese subsidiary and serves as the Editor of the EDP Japan Reporting Service. Yuji started IDC's operation in Japan in April, 1975, and has conducted a number of market and technology studies about the computer field in Japan. He provides planning service support to local customers, and speaks at industry briefing sessions in Japan and abroad.

Prior to IDC Japan, Yuji worked for the Diebold Group in New York as an Associate Consultant, and conducted consulting assignments on a number of computer-related projects, and prepared business planning proposals in the information technology area.



Yuji Ogino

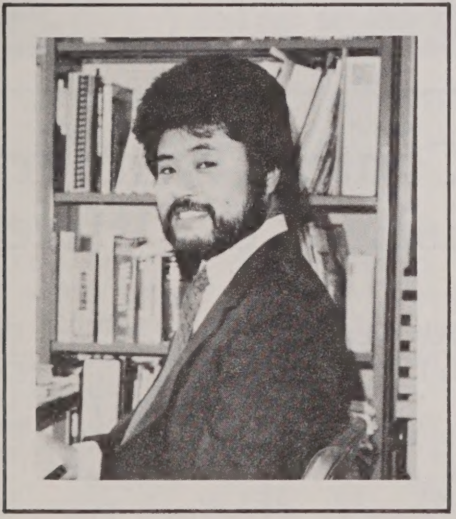
Yuji received an MBA degree with honors from St. John's University (New York) Graduate School of Business Administration in June, 1968. He received his BA degree from Keio University (Tokyo) where he majored in Economics. Yuji held the Asahi Glass Foundation Fellowship at Keio. In his leisure, Yuji likes to relax by singing -- his international repertoire ranges from Japanese Enka to American Country and Western.

MICHIAKI KINOSHITA, Research Manager, joined IDC Japan in December of 1983 as a Field Research Specialist. Michiaki has accumulated six years of experience, knowledge, and contacts in the Japanese computer industry. His area of specialty has been computer and communications, and his expertise extends from general-purpose computers to networks. His recent works include "Low Cost DASD Market Study," "Display Terminal Market Study," and "Superminicomputer User Survey."

Michiaki has 28 years of experience as an industry watcher in major Japanese industries, and has also served as an editorial staff writer for several industry newspapers and magazines. Michiaki, who holds a BA degree in Japanese Literature from Waseda University, is a gourmet cook and baseball fan in his spare time.

Michiaki Kinoshita

KEIICHI MAESATO, Marketing Manager at IDC Japan, is responsible for marketing all of IDC's research in Japan, and also serves as Associate Editor of the EDP Japan Report. He also acts as liaison between IDC's international research contacts and clients in Japan. With IDC since March, 1983, Keiichi's particular area of speciality is the new electronic media.



Keiichi Maesato

Prior to joining IDC Japan, Keiichi was associated with Overseas Data Service in Tokyo for one year and had an opportunity to work with various computer-related market research firms worldwide. He also spent eight years in California both as a student and as a manager for several small business firms. Keiichi holds an MBA from the California State College in San Bernardino. In his studies Keiichi concentrated on operations research/market research. He is also the holder of a BA degree in Commerce from Waseda University. Keiichi, a football fan, plans to marry in September.

Sumiko Ozawa

SUMIKO OZAWA, Data File Manager at IDC Japan, will be responsible for IDC's first full-fledged computer installation survey in Japan which is scheduled to be conducted this fall. Her four years of experience with IDC Japan as a Research Assistant, will help make this project succeed.

Before she joined IDC Japan Sumiko spent four years with Mitsui & Company as the Assistant to the Marketing Manager.

Continued on Page 4

From Page 3

For recreation Sumiko enjoys playing tennis and hiking through Japan's numerous mountains. She also enjoys driving, and is an expert tempura cook.

Assistant to the Marketing and Research Managers at IDC Japan is SETSUKO TSURUTA. Setsuko joined IDC Japan in March of this year. Among her various functions, she is responsible for the management of CIS reports and newsletter library, local customer files, local research data, and electronic mail.

Before she joined IDC Japan Setsuko was employed with Warner Brothers' Tokyo office. A gymnastics and music enthusiast, Setsuko was born and raised on Kyushu Island, which is renowned for its Japanese rice liquor.

Setsuko Tsuruta

ETSUKO OGINO serves as Controller of IDC Japan. In this position Etsuko is responsible for all of the bookkeeping activities of the company. She also interfaces with the IDC Japan contract auditor, and hosts IDC Japan's client cocktail parties. In her leisure Etsuko enjoys social dancing, and has won many prizes at dance contests in Japan.

Etsuko Ogino

More News...

Contest Winner Visits U.S. Offices

Computerworld/Espana, CWCI's Spanish subsidiary, recently held a contest publicized through its Commodore World magazine whereby its 5,000th subscriber in Spain would win a trip to the United States to visit the CWCI publishing operations in Framingham, Massachusetts and Peterborough, New Hampshire, as well as COMMODORE in Pennsylvania

Continued on Page 5

From Page 4

And the winner was . . . Joan Pujiula, an 18-year-old young man living in Catalonia, Spain. Since Joan does not speak English, he was accompanied by 24-year-old DIEGO ROMERO, the Technical Editor of Commodore World magazine.

The itinerary for our visitors included lunch on the first day at the Marriott Long Wharf Hotel in Boston, followed by a tour of CWCI's facilities in Framingham. SCOTT BAUM of CWCI then escorted Joan and Diego into Boston to show them all the "hot spots" and to enjoy a relaxing dinner in the city.

Visiting the Atex computer operations at CWCI are (left to right): DIEGO ROMERO of CW/Espana, JOAN PUJIULA, and SCOTT BAUM of CWCI.

The following day, Joan and Diego were escorted by limousine to CW Communications in Peterborough where OLGA GREENWOOD of CWCI served as translator. After an enjoyable lunch at the Monadnock Inn with CWCI/P's GUY WRIGHT, DENNIS BRISSON, MATTHEW SMITH, and MICHELE CHRISTIAN, the group boarded a horse-drawn carriage and toured the Monadnock region. The final stop that afternoon was a tour of the CWCI/P facilities, where Joan and Diego stopped in at the editorial, advertising, and production departments, as well as the corporate offices, where Joan learned just how a magazine is created from start to finish.

A special thanks is extended also to MARION KIBBEE of CWCI for her coordination of the two days' activities, and for attending to flight arrangements and accomodations for Joan and Diego while they were in the United States.

On route for a tour of CWCI/Peterborough are (left to right): MATTHEW SMITH (CWCI/P), MICHELE CHRISTIAN (CWCI/P), JOAN PUJIULA (Winner), DIEGO ROMERO (CW/ESPANA), and OLGA GREENWOOD (CWCI).

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micro computing
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HOT CoCo
73 Amateur Radio's Technical Journal
jr

The group poses in front of the CW Communications offices in Peterborough, New Hampshire.

WGE Opens Instant Software Center

The fifth and newest store in the Wayne Green Enterprises chain of Instant Software Stores recently opened at 82 Main Street in Keene, New Hampshire. Keene's Acting Mayor and City Councilor Aaron Lipsky joined WAYNE GREEN, President of WGE, in a ribbon-cutting ceremony at the newest store. The two-day grand opening attracted over 800 area residents.

The Instant Software Center in Keene presently carries more than 400 software packages in business, game, and educational categories. The store also carries modems, well-known printers, printer paper, computer-compatible business forms, briefcase computers, and monitors.

Wayne Green commented, "Our Instant Software Center has the software and computer-related materials that businessmen need to be competitive today. And we also hope the young people of Keene will discover computer and telecommunications technology and consider careers in those fields as a result of our Instant Software Center."

WGE also has Instant Software Centers located in Boston and Wellesley, Massachusetts, and in Hudson and Nashua, New Hampshire The Centers are organized as computer supermarkets with a broad spectrum of educational software, supplies for computer hobbyists, and computer games.

People

Congratulations to MARK CAMARA, Programmer in IDC's Data Processing Department, on his recent certification into the Certified Systems Professional (CSP) Program. The CSP Program identifies system practioners who have attained a specified level of knowledge and experience in the principles and practices of systems, information resource management, and related disciplines. Congratulations on this fine accomplishment, Mark!

IDCers JOHN DESOUZA, JACKIE PERDUE, MARTHA ROUNDS, and STEVE ZAMIEROWSKI all participated in this year's running of the 7.1 mile Falmouth Road Race. IDC was well represented, and perhaps next year IDC will send the whole team! DOROTHY FERRITER attended the event as a volunteer. Congratulations to all!

Congratulations to KIM ADAMS of CWCI's Typesetting Department who was recently wed to Norman Pennett at Saint Roberts Church in West Andover, Massachusetts. The July 28th wedding was followed by a spectacular seven-day honeymoon in Oahu, Hawaii, where the ocean water was a beautiful 70 degrees. Kim and Norman also spent a day in Maui and attended a luau. Best wishes to both of you in your new life together!

Promotions

WGE Publishing announces the appointment of JAMES KENDRICK as Assistant Publisher of Digital Audio magazine. Jim joined WGE's publishing division in February, 1984 as Production

Continued on Page 7

From Page 6

Manager. Jim takes up his new duties as Assistant Publisher with considerable prior publishing experience, since he worked as Editor of a weekly newspaper in Aroostook County, Maine, served as Managing Editor at "The Irregular" in North Conway, New Hampshire, and was a Reporter with the Portland Press-Herald in Maine. Before joining WGE Jim was employed as a Program Analyst in the book publishing division of the Digital Equipment Corporation in Bedford, Massachusetts Congratulations on your promotion, Jim, and best wishes for future success!

Transfers

Warm wishes and best of luck to MARY DECHRISTOFORO on her recent appointment as Secretary for CW International Marketing Services. Mary previously served as an Editorial Assistant at Computerworld. In her new position Mary will be working on numerous international marketing projects, as well as performing general office functions.

New Employees

CWCI extends a hearty welcome to FRANK CUTITTA, recently hired as the new East Coast Sales Manager for CW International Marketing Services. In this capacity Frank will be responsible for selling advertising space sales on the East Coast for all the international publications. Frank brings to CWCI over five years of experience in advertising and sales. Prior to joining CWCI, Frank served as the Advertising Sales Manager with Learning Periodicals Group. Welcome to the CWCI family, Frank!

Anniversaries

One-Year Anniversaries

Bob Bartolotta, LR
Margery Cantor, PCW
Cindy Chekas, CWCI
John Gallant, CWCI

Three-Year Anniversaries

Leah Dansby, PCI
June Fettig, CWCI
Rachel Wasser, PCI

Four-Year Anniversary

Carol Audlee, CWCI

Eleven-Year Anniversary

Carol Weiszmann, IDC

Etcetera

IDG's Personnel Department has just received notice from the YMCA of Framingham that they are opening a new child care center at the Cameron School, 15 Elm Street, Framingham. This center offers four different educational programs, it is state licensed, and is staffed by certified teachers.

For those interested in the child care center, the YMCA is conducting an open house at the Cameron School on September 12th, 4:00 p.m. to 6:00 p.m. Additional information may be obtained from the YMCA at (617) 879-4420.

Fitness Focus

Proper Techniques For Stretching

To maintain flexibility and lower your chances of muscle/ligament injury, a faithful routine of stretching before and after exercising is highly recommended by many fitness experts. However, unless stretching is done properly it can be more harmful than helpful.

- Limber up muscles with a short walk or a mild set of jumping jacks.
- Avoid quick, jerky motions. Instead use a slow and fluid motion. This passive method of stretching will slowly increase the extent of the stretch.
- A fully stretched position should be maintained for at least 20 seconds.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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Classified

RESEARCH ANALYST

IDC's Customer Service Program (CSP) is seeking a capable individual to research and write reports covering the maintenance segment of the information processing industry. The qualified candidate will be one who has a college degree, enjoys doing extensive research and writing, and can work with a minimum of supervision to meet publication deadlines. As part of this position, the individual will design and perform both telephone and mail surveys. The individual will also, when required, assist in the client service aspects of the CSP program. As part of a small group of individuals who study and report on the computer service industry, the candidate will sometimes be called upon to give presentations and speeches to clients and the general industry. A knowledge of the information processing industry would be helpful, but is not necessary. Interested candidates should a resume along with a copy of a writing sample to Ron Shugan, IDC, P.O. Box 955, Framingham, MA 01701.

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IDG UPDATE

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Volume 14, Number 33 September 3, 1984

IDC France Publishes "Infocentre"

IDC France is proud to offer the first study of its 1984 program of local research on the French market.

The "Infocentre" Report, a series of studies, analyzes the French information center market and delivers a supply analysis of the products available in the information center area from 1983 up to 1989. A response to the concerns of computer services and their users, this 133-page report includes topics such as the management of the Infocenter, users and computer processing personnel, the impact of the Infocenter, the market, actual case studies, and the future of the Infocenter.

Séries d'études
FRANCE

INFOCENTRE

IDC
FRANCE

SYLVIE BENECH, Director of Consulting Services for IDC France, states, "The IDC 'Infocentre' Report emerges from the fact that 280 sites in France have been equipped with information centers since the end of 1983, and that software production, which represents 85 million French francs as of the end of 1983, will reach a total of 426 million francs by 1989. This

Continued on Page 6

IDC Ireland's "Eirecast" Report

VINCENT O'KELLY, head of IDC Ireland, advises that IDC Ireland has published a report entitled "Eirecast, Irish Computer Market Forecast on the MultiUser Processor Marketplace, Republic of Ireland 1983-1984," which offers 66 pages of statistics and comment. The report gives figures on sales as well as numbers of systems installed by vendors, and details market shares in the

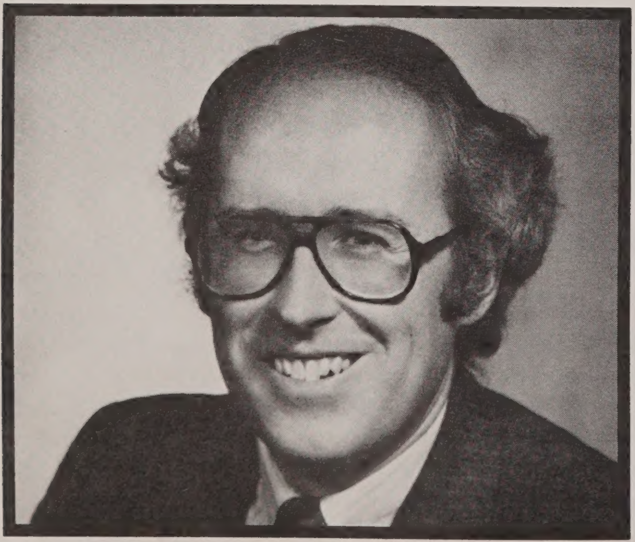
Continued on Page 6

Spotlight

PC World Administration

PC World Communications, Inc., IDG's subsidiary based in San Francisco, are publishers of PC World magazine, MacWorld magazine, and the PC World Book Division. This week the IDG Update presents the PC World Administration Department, composed of four functional areas that help ensure that life at PCW runs as smoothly as possible: general administration, accounting, facilities, and personnel and training.

BART RHOADES, who became President of PC World Communications, Inc. in February of this year, has an extensive publishing industry background. After completing his MBA degree at Harvard, he founded and held the positions of Executive Vice President and Treasurer of MBA Communications, Inc.



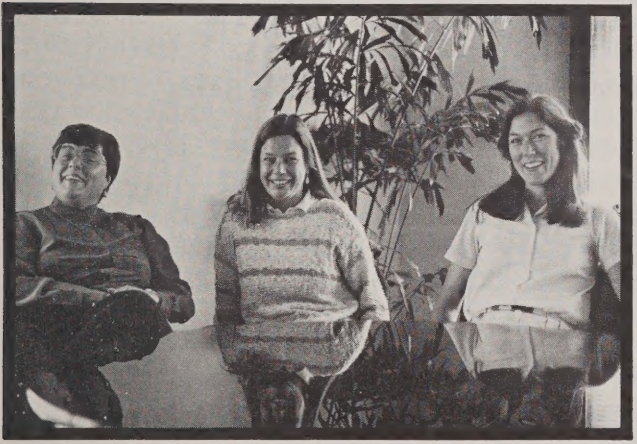
Bart Rhoades

His next publishing venture took him to Doubleday & Company where he initially was Director of Marketing Service and then Group Marketing Director and Director of New Product Development for Doubleday's Book Club Division. Medical Economics Company, Inc. in Oradell, New Jersey succeeded in getting Bart to join them as Executive Vice President where he was Publisher of RN, a national nursing journal, and had responsibility for Medical Economic Books, MEDECommunications, and other related ventures. And then PC World and a new segment of the publishing world caught his eye.

Bart, his wife, Susan, and their three children, Matthew, Andrew, and Elizabeth, have happily settled into their new home in Lafayette (only an hour away from the Napa Valley, one of their favorite stomping grounds).

CHRISTINA SPENCE joined PC World Communications in March, 1984 as Assistant to the President. Her previous experience includes eight years as an office manager for a management consulting firm, and two years of independent consulting in general administration and recruiting. Christina, who received her BA degree in Art from Salem College, enjoys running, sailing, cooking, and eating in her spare time.

PC World's Director of Administration is JANET MCGINNIS. In this position Janet "is the crack manager, meaning that anything that falls through the cracks ends up in one of my departments." Departments reporting to Janet include Personnel and Training, Facilities, and Accounting. Before joining PC World in January of 1983, Janet worked as a management consultant with 13 years of experience as a group facilitator involved in negotiation, conflict resolution, and team building. Her corporate experience is in the field of banking. Janet holds a BA degree in Psychology and an MPA in Administrative Organizational Management and Planning.



Janet McGinnis Christina Spence Sarah Cox

SARAH COX serves as PC World's Assistant Administrator. In this position Sarah supports the Administrative Director in administrating the personnel area of PCW, and is responsible for systems design and development for personnel management and asset inventory. Prior to joining PC World, Sarah was employed as the accounting department manager for PC Magazine. A graduate of the University of California at Santa Cruz, she received her BA in 1976, majoring in biology. Sarah's hobbies include horseback riding, meditating, and playing frisbie. "The major love in my life is my three-year-old wonder girl, Annie."

Helen Hampton Scott Spanbauer

Joseph Wollenweber Kathy Girard

JOSEPH WOLLENWEBER is the Facilities Manager in PC World's Communications Administration Department. In this position Joe supervises a staff of three, including the receptionist, the mailroom, and supply areas. Prior to joining PCW he began his publishing career as a temporary at PC Magazine. In his spare time Joe enjoys writing and music.

HELEN HAMPTON recently joined the staff at PC World as Assistant to the Facilities Manager. In this capacity Helen performs the functions of ordering supplies, relief receptionist, and various special projects that fall the way of the department. Before coming to PCW she was a temporary office worker, which

Continued on Page 4

From Page 3

is how she was introduced to the company. In her spare time Helen works in a band which performs in small clubs around San Francisco.

SCOTT SPANBAUER joined PC World in April, 1984 and works as Facilities Assistant, coordinating incoming and outgoing mail, as well as providing support to the Facilities Manager. Recently he has been working to upgrade back issue and supply storage at PC World's two San Francisco offices. Scott is a practicing Buddhist, and lives in Oakland, California. He recently became the father of four kittens.

KATHY GIRARD has been PC World's Receptionist since March, 1983. Prior to joining PC World Communications, Kathy worked as a receptionist for Jessica Gunne Sax, Ltd. Ladies Fashions, and for seven years was the receptionist for "The Sequoias" Senior Citizens Home. Kathy was born and raised in San Francisco, and presently lives in Pacifica with her husband, who works in the communications industry, and their daughter, Gina Nicole, who is a high school student. Kathy's favorite pastimes are baking, sewing, and being a happy homemaker.

PAT MURPHY serves as Accounting Manager for PC World Communications, responsible for the day-to-day management of the Accounting Department, and acts as the accounting liaison between IDG and PCW. Previously Pat was employed at PC Magazine and Darkroom Photography Magazine. Prior to that, she worked for the San Francisco Department of Social Services. Pat is a graduate of the University of San Francisco with a degree in Sociology. When she is not number crunching, she enjoys music of all kinds and is an avid swimmer. Pat has also been known to tinker with the folk harp and the tin whistle.

Kim Ledesma **Doug Norde**

Ralph Ames **Michelle Reyes**

MICHELLE REYES joined PC World Communications in February of 1983 and serves as Assistant Accounting Manager. In this capacity Michelle is responsible for supervising the payables desk, as well as various receivables projects. Prior to this position, Michelle worked for PC Magazine, and for Beaufort Navigation in San Francisco for two years. She graduated from San Francisco State University while employed at First California Press. Michelle now lives in San Francisco and spends her free time entertaining and being entertained by her rambunctious two-year-old daughter, Raquel.

KIM LEDESMA serves as Dealer Sales Accounting Specialist for PC World. Kim is responsible for maintaining the accounts of approximately 3,000 dealers who

Continued on Page 5

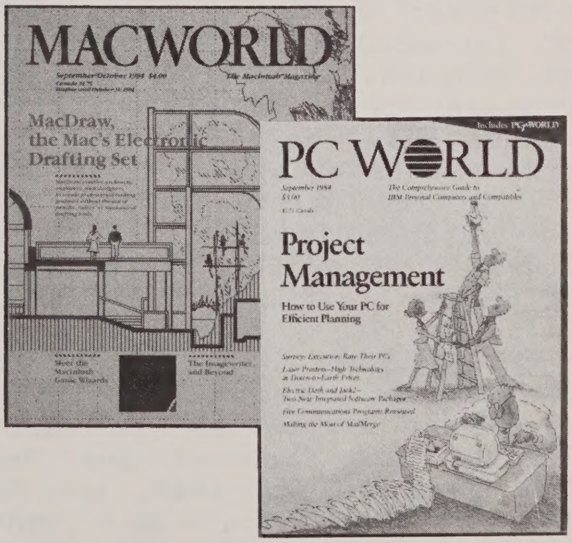
From Page 4

carry PC World and/or MacWorld. This involves communicating with an automated billing system, sending out monthly statements, and gathering month-end figures for corporate headquarters. "Because of the nature of the position, a great deal of my job involves customer service -- patience with a dash a good humor is a must!", states Kim. Kim is a 1983 graduate of San Francisco State University where she received a Bachelor of Science in Business Administration.

DOUG NORDE is one of PC World's newest employees. Doug works with PC World's data processing system that supports both Accounting and the Dealer Sales Program. A long-time native of San Francisco, Doug's passions include programming his Apple Computer, taking in great old movies, and traveling. Doug is also widely known for his odd sense of humor. Assisting Doug on the data processing system is RALPH AMES, responsible for single-copy maintenance/accounting.

Credit and Collections Analyst in PC World's Administration Department is CHRISTINE WHITE. In this position Christine is responsible for the design and implementation of the credit and collections function for single-copy sales where she hopes to decrease the percentage of PCW deliquent accounts and build goodwill during personal contact with dealers. Prior to joining PCW Christine was employed in industrial sales and marketing at Pacific Sound, Inc., located in Oakland, California. Currently a full-time student at California State University at Hayward, she expects to graduate in June, 1984 with a BS in Business Administration, with concentrations in both Marketing and Management of Information Systems. In her spare time she enjoys recreational activities, including skiing, camping, and traveling.

Christine White


MACWORLD
September/October 1984 $4.00
The Macintosh Magazine
MacDraw, the Mac's Electronic Drafting Set
PC WORLD
September 1984
The Comprehensive Guide to IBM Personal Computers and Compatibles
Project Management
How to Use Your PC for Efficient Planning

More News...

IDC France Publishes "Infocentre"

From Page 1

study, dedicated as much to users as it is to software creators, illustrates among other things the preponderant role that microcomputers play in the information center."

Congratulations to all at IDC France on your first 1984 research report!

IDC Ireland's "Eirecast" Report

From Page 1

multi-user sector. Sources for IDC included 80 multi-user system vendors, contacted at their European central offices. To balance this, baseline data from earlier studies was used to compare claims and estimates from the various sources. Library material on product information and vendor revenues was used as well as IDC's own database, which contains details of computer sites throughout Europe. The report provides a market overview and forecast for Ireland from 1983 to 1989, and includes information on vendor shares and shipments as well as the existing installed base. The UK and European markets are also covered.

It is predicted that overall the market for multi-user processors in Ireland will rise from 1,274 units in 1983 to 7,031 in 1989, a rise of 33% a year. The expected growth is comparable to that of Western Europe overall.

According to Vincent O'Kelly, a number of other reports are on the way, including a survey of the microcomputer market.

IDC's European Consulting Activities

PETER ROWELL, President of IDC, is pleased to announce that IDC has been asked, with increasing regularity, to bid on extensive European-wide consulting projects. This will involve local quantitative and qualitative research which must ultimately be consolidated into a single final report.

Beginning in November, ELIZABETH THOMAS of IDC Scandinavia will be handling all coordination of such projects, assuming the responsibility for the quality and timeliness of all Europeanwide projects. Assuming the title of Director of European Consulting Operations, she will serve as the key liaison point with the European client, working on multi-country projects only.

Peter states, "I am sure this new arrangement will open up many new and exciting consulting opportunities for IDC in Europe."

Congratulations, IDC, on your continued growth and success!

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

September, 1984

TOPIC: TIME MASTERY

DATES: September 18-19, Pasadena Hilton, Pasadena, CA.

COST: $395 per person, $360 per person when 3 or more individuals enroll. Coupons for $100 off the registration fee are available upon request. Fee includes workshop books and the SSA Time Organizer.

Steffen, Steffen & Associates presents this two-day seminar which can provide immediate, lasting results in the areas of organization and accomplishment. You can learn the key to time mastery, enjoying personal and business excellence and fulfillment by accomplishing up to 40% more, increasing job satisfaction, and overcoming stress. More than just a seminar, this will teach you a new "philosophy of life." The outline for the first day concentrates on how to enrich your business and personal life. The second days's outline examines how to stop moment-wasters.

TOPIC: MANAGEMENT SKILLS & TECHNIQUES FOR NEW FIRST-LINE SUPERVISORS

DATES: September 24-26, Miyako Hotel, San Francisco, CA

COST: $800 per person, company "teams" may enroll at reduced rates.

The American Management Association is offering this seminar to those who recently assumed managerial duties and who want to reach the top faster. Their techniques will help you make a smooth transition from worker to supervisor. The course outline includes topics such as; How to establish yourself as a supervisor, How to get your ideas across forcefully, How to develop the results-oriented employee, How to build team spirit, Basic management principles, Legal responsibilities as a supervisor, and How to establish high productivity.

TOPIC: HOW TO WRITE A SPEECH

DATES: October 1-2, Holiday Inn Golden Gateway, San Francisco, CA

COST: $295 per person for the two-day seminar, special discounts available for those attending more than one seminar. Fee includes workshop materials, refreshments, lunch, and a copy of the Ragan Report Workshops Notebook.

The Ragan Report Workshops presents this two-day seminar for those who need instruction on how to present a more effective speech. You will learn to write with fluent oral style, use humor effectively, adapt materials to suit different audiences, prove your points convincingly, write the speech opening, and how to use visual aids effectively. Some of the specific topics to be discussed are, "A Serious Look at Humor", "The Structure of a Speech", and "Your Audience."

TOPIC: POWER OF PERSONAL COMPUTERS

DATES: October 8-10, TraveLodge at Fisherman's Wharf, San Francisco, CA.

COST: $725 per person when prepaid, $800 per person when billed.

Also presented by the Institute for Professional Education, this seminar will give you "hands-on" experience in using the latest systems and in integrating and using the new computer tools with your current computer systems and manual procedures. You will learn to master the fundamentals of these new computer systems, learn to use programs for planning and managing operations and learn to access the large resources and data bases available in your company. No previous computer experience is needed to attend this seminar.

TOPIC: SALES EXCELLENCE

DATE: October 15-17, Sheraton LaRiena, Los Angeles, CA. November 28-30, Mark Hopkins Hotel, San Francisco, CA.

COST: $550 per person. Registration four weeks in advance is encouraged as classroom space is limited.

Grinder Laborde Hill presents a highly interactive, intensive three-day seminar designed specifically for sales personnel. Sales Excellence will help you understand and influence the process of communication, teaching you the skills of sensory acuity, rapport techniques, probing skills, effective verbal patterns and non-verbal presentation skills. Attention is given to handling objections and knowing when and how to close the sale. Seminar fee includes a detailed workbook and morning and afternoon refreshment breaks.

TOPIC: ADVANCED WRITING & INTERVIEWING

DATES: October 22-23, Holiday Inn Golden Gateway, San Francisco, CA.

COST: $295 per person, discounts available for those who enroll in more than one seminar. Fee includes workshop materials, refreshments, lunch, and a copy of the Ragan Report Workshops Notebook.

The Ragan Report Workshops offers this two-day seminar for those who desire to sharpen their editorial skills, ask the questions that get at the heart of a story, interview to simplify and speed the writing task, find novel approaches to articles, cultivate an ear for "casual interviewing" and much more.

INFORMATION REQUEST COUPON

Name:

Company:

Address:

Telephone: (   )

Seminar Info. Requested:

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

People

"Pat and I have decided that it is time for Computerworld to have someone who could devote all his efforts to the position of Publisher, and we could think of no better person for this important job than Don Fagan."

W. Boyd

Don Fagan

DON FAGAN recently celebrated his fifteenth anniversary at CWCI with a bang, not a whimper! WALTER BOYD, President of CWCI, announced that Don would take over the reins and responsibilities of Publisher of Computerworld. This marks the first time in the history of Computerworld that its masthead will not list the Founder and Chairman of CWCI, PATRICK J. MCGOVERN, as the Publisher of Computerworld.

At a dinner celebrating Don's fifteenth anniversary, Walter announced, "Pat and I have decided that it is time for Computerworld to have someone who could devote all his efforts to the position of Publisher, and we could think of no better person for this important job than Don Fagan."

Don has been with Computerworld from the beginning. Prior to becoming an employee, he was an independent advertising representative for the newspaper out of New York City. In 1969 he joined CWCI as a full-time sales representative for the New York City area and subsequently became Regional Director for the Eastern Region. In 1981 he was appointed Vice President of Sales and joined the CWCI staff in Framingham. In 1983 his responsibilities were expanded and he assumed the position of Vice President of Sales/Marketing.

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD

$2.00 A COPY; $44/YEAR

AUGUST 27, 1984

VOL. XVIII, NO. 35

March of the Minis

Special Report on minis and small business systems

Follows 60

CW's annual Hardware Roundup continues with coverage of minis/25

Whither IBM Networking?

Recent introductions raise more questions than they answer/81

PBX service seen moving in-house

AI future threatened

Lack of personnel may stunt commercial growth

TOP OF THE NEWS

FYI

Despite loss, investor stands by system

GOP Convention

The Republicans had a grand old time in Dallas last week, and various computer systems kept the media, the delegates and the public in the know about the party convention. Pages 10-12

NEWSPAPER

Congratulations to Don Fagan on his illustrious career at CWCI, his dedication to the high quality of Computerworld, and on his well-deserved promotion to the position of Publisher of the largest specialized business publication in the United States.

New Employees

Wayne Green Enterprises recently announced that VICTORIA NEVINS has accepted the newly-created position of Advertising Director at WGE. As Advertising Director, Victoria will develop and place ads for several divisions of the company. Prior to joining the firm, Victoria was employed by Yankee Books in Dublin, New Hampshire as Mail Marketing Manager. She also has extensive creative experience in copywriting and graphic design from working as a copywriter for Wunderman International in Montreal, Canada, and as copy chief for Grolier Enterprises in Danbury, Connecticut. She earned a Bachelor of Arts Degree in Art and Computer Programming from Norwich University in Vermont. Victoria and her husband, William, have three children, and make their home in Bennington, New Hampshire. Welcome to the WGE family, Victoria!

CWCI's Micro MarketWorld staff extends a warm welcome to MADELYN SPADA as the new sales support person in the New Jersey Office. Prior to joining the MMW team, Madelyn worked for a cable company as a Marketing Assistant. Madelyn received her BA degree in Communications/Marketing from Montclair State College. In her leisure she enjoys traveling, dancing, and reading.

Welcome to PAULA ZINCK of IDG's Accounting Department. Paula is employed as Bookkeeper for IDC, and among her many responsibilities, she processes accounts payable and receivable, invoices, and sales. Previous to IDG, Paula has mainly been employed in the medical field. She also has the distinction of being the first woman hired by Chaulk Ambulance Service in the Boston area, and was even highlighted on the "Evening Magazine" tv program. Paula is married and lives in Framingham. She enjoys golf, reading and outdoor activities in her leisure.

Promotions

Congratulations to JUDY SPAVOLD, IDG Receptionist, on her recent promotion to Bookkeeping Department Assistant. In her new position Judy will be handling accounts payable and accounts receivable functions as well as handling various other bookkeeping duties for several IDG subsidiaries. Good luck and best wishes for success in your new position, Judy!

Anniversaries

One-Year Anniversaries

James Abaka, CWCI
Susan Lovejoy Bailey, CWCI
Nancy Morrissey, IDC

Two-Year Anniversaries

Paul Gillin, CWCI
Bill Laberis, CWCI
Martha Rounds, IDC
Laura Smith, IDC

Three-Year Anniversaries

Kevin McPherson, CWCI
Kathleen Speranza, CWCI

Five-Year Anniversary

Maureen Griffin, CWCI

Fitness Focus

Do-It-Yourself Therapy For Muscle Cramps

Muscle cramps, especially "charley horses" in the legs, plague many people. To prevent these cramps at night, sleep in a manner so your feet are not forced to bend unnaturally. Those who sleep on their back should keep heavy covers off their feet, and those who sleep on their stomach should just let their feet hand over the mattress edge.

A calcium-deficient diet can cause muscle cramps as well. Sufferers should eat more milk products and green vegetables.

Here are two methods to get relief from leg cramps:

1) Stand facing a wall three feet away. Lean toward it, hands stretching out, keeping your heels planted on the floor. When your head touches the wall, hold the position for 10 seconds. Return to normal standing position and relax for five seconds. Repeat several times. This method is particularly effective for calf cramps.

2) Grab the muscle and force it to flex. Knots of tight muscle should be massaged.

Etcetera

IDG's Personnel Department has just received a supply of coupons for discount tickets to the musical comedy "42nd Street." This performance is playing now through September 15th at the Shubert Theatre in Boston. If you would like to receive a coupon, please feel free to contact Susan Damiano of IDG at (617) 875-5000, x407.

42ND STREET
DAVID MERRICK'S
RIP-ROARING MUSICAL COMEDY HIT

Classified

MAILROOM STAFF

CWCI has an immediate opening for someone to work in the mailroom in the processing of mail, collating, delivery of mail and supplies, warehouse storage operation, and other miscellaneous duties. No experience is required, but a driver's license is necessary. To apply, please call Lisa Burke of CWCI at (617) 879-0700, X373.

PROGRAM MANAGER

IDC's Corporate Planning Service (CPS) seeks a Program Manager. Responsibilities include management of all research produced under the program, as well as management of client services; direct interface with sales force in terms of assisting on prospect and client visits, as well as general consultation; and management of all budgetary aspects of the program operation. Requirements for this position include a knowledge of the processor market, an understanding of research methodology, the ability to demonstrate industry knowledge to prospects and clients, supervisory experience, strong communication and presentation skills, and budget planning and management experience. To apply, please contact Mark Visconti, IDC, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200, X606.

IDG RECEPTIONIST/SECRETARY

IDG is currently seeking a Receptionist/ Secretary. This is a full-time position with responsibilities including greeting visitors, answering and routing incoming telephone calls, typing, and other miscellaneous duties as assigned from the Personnel and Credit Departments. Interested applicants should have at least one year of office experience, possess excellent communication skills, and the ability to type 45-50 wpm. Word processing experience helpful but not necessary. Interested applicants should call Susan Damiano at IDG (617) 875-5000, X407, to arrange an interview.

FULL-TIME SECRETARY

IDG has an opening for a full-time Secretary with good organizational abilities and office skills to perform many varied tasks. Candidate must possess good secretarial skills and the ability to relate well with department members and clients. Duties will include typing, heavy transcription, filing, photocopying, telex operations, telephone coverage, and other miscellaneous duties as assigned. The ideal candidate will have at least one year of secretarial experience, be well organized and detail-oriented, and possess good typing, communication, and grammatical skills. Knowledge of a Wang word processing system a plus. To apply, please send your resume or descriptive letter of interest with salary requirement to Carol Famosi, IDG, P.O. Box 1450, Framingham, MA 01701.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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MARKET RESEARCH ANALYST

IDC's Communications Industry Research (CIR) program has a position open for a Market Research Analyst responsible for data collection, analysis, report writing, and client support. Excellent analytical and writing skills, and some exposure to the research process, are desirable. The most important qualifications for this position are: familiarity with, or an interest in learning about, communication markets and technology; good research skills; quantitative skills; and the ability to meet deadlines. A BA/BS degree is required for this position, and some amount of relevant experience. Exposure to market research environment is a definite plus. Communications industry exposure, though desirable, is not required for this position. Candidates for this position should call and/or forward resume to Kim Myhre of IDC at 5 Speen Street, P.O Box 955, Framingham, MA 01701, (617) 872-8200, X325.

FOR SALE

Sears Kenmore refrigerator, 1 year old, 4 year warranty. 17 cubic feet, freezer on top. Almond color. $595 or best offer. Contact Kim Adams of CWCI at (617) 879-0700, X395, or at home, (617) 875-4179.

PRINTER FOR SALE

Silver Reed-500 for sale, letter quality, 14 CPS, parallel interface, asking $400. Call Leslie Miller at CWCI, (617) 879-0700, x452.

FOR SALE

1977 Camaro, navy blue, 3 speed, 8 cylinder, 65,000 miles, excellent mechanically, very good body, stereo/cassette, wire wheels. $2,800 or best offer. Contact Gayle at IDG, (617) 875-5000, X463 (days), or (617) 435-5660 (evenings).

SLEEP SOFA FOR SALE

Bloomingdale's Haitian cotton, queen-sized sleep sofa. Very good condition. Available immediately. $300 or best offer. Please contact Frank Collins of CWCI at (617) 879-0700, X385.

MOTORCYCLE FOR SALE

1982 Harley Davidson Sportster. Custom candy paint, 3,600 miles. Best offer. Please call Barbara Jeannetti of CWCI at (617) 879-0700, X369.

CAR FOR SALE

1980 Chevette. Automatic transmission with AM/FM stereo and regular-size spare. In very good condition. $2,800. Please call Nancy Hedges, CWCI Conference Management Group, at (617) 879-0700, X434.

ROOMMATE WANTED

Roommate wanted (non-smoker) to share a two-bedroom apartment in Framingham, Massachusetts. Fully carpeted, modern bath and appliances. $250 per month, plus one-half utilities. Contact Leslie Miller of CWCI at (617) 879-0700, X452.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 32 August 27, 1984

CWCI/P Names Publishers

CW Communications Inc./Peterborough has announced plans to name individual publication managers for each of their five monthly magazines for the microcomputer user, and for their technical journal for amateur radio enthusiasts.

Each publication manager will assume responsibility for the operation of his magazine, including the formulation and execution of yearly business plans, editorial direction, and design. Each publication manager will be assisted by a complete staff, including editors, designers, and advertising salespeople whose only responsibility will be to that particular magazine.

In prior years, the majority of the staff of CWCI/Peterborough has had responsibility to all titles. The move is expected to facilitate a greater knowledge of the individual magazines and their markets by each staff.

CWCI/Peterborough will maintain non-magazine-specific service groups to assist each publication manager by providing corpo-

Continued on Page 7

IDC Japan Wins Chairman's Award

Chairman PAT MCGOVERN is pleased to announce that IDC Japan has been awarded the Chairman's Cup Award for 1983 for overall excellence, under the fine leadership of Managing Director YUJI OGINO. This is the second time that IDC Japan has received this honor, having been awarded the Chairman's Cup Award in 1981. Congratulations to Yuji and the members of the IDC Japan team for their fine accomplishments!

Displaying the Chairman's Award for 1981 and 1983 are, from left to right: (front row) KEIICHI MAESATO, Sales Manager; and YUJI OGINO, Managing Director; (back row) SETSUKO TSURUTA, Research Assistant; MICHIAKI KINOSHITA, Research Manager; SUMIKO OZAWA, Installation File Manager; and ETSUKO OGINO, Controller.

Spotlight

CWCI Mexico

Computerworld de Mexico publishes a biweekly newspaper for computer professionals and computer industry executives, Computerworld Mexico, and the monthly magazine, CompuMundo, dedicated to microcomputer and small business equipment users.

Richard Small

RICHARD SMALL, Director of Computerworld de Mexico, has been with the company since its inception. He has been a publisher and printer all his life, first in the United States and for the last 21 years in Mexico. Richard originally moved to Mexico to be the Director General of Editorial Novaro, which publishes books and magazines very much like Western Publishing Company where he was employed for many years. His publishing work was interrupted for four years while Richard skippered Navy anti-submarine-warfare ships. He has a PhD Degree from Brown University and has studied in various schools, the last of which was the University of Vienna. He lives in Mexico with his wife and their three boys, the youngest of whom just had his fourth birthday. Two other sons live in the United States, where Richard's grandchildren are older than his three sons in Mexico. While in the United States, Richard was extremely active in community affairs, and his sporting interests continue to include tennis, sailing, fox hunting, squash, beagling, swimming, and golf.

Antonia Chavez

ANTONIA CHAVEZ, Assistant to the Director, Sales Coordinator, and Personnel Coordinator, has been with CW/Mexico since 1980. Prior to joining CW/M's team she worked at the American Embassy, Colgate Palmolive, and the Kaiser Corporation. Toni attended Chillicothe Business College in

Continued

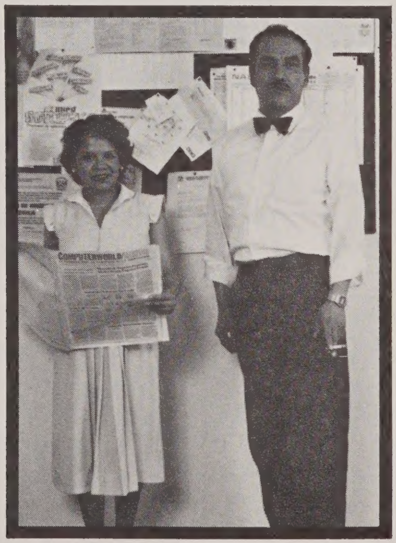
Missouri and lived in Washington, D.C., where she worked for a U.S. Senator, before coming to Mexico. The mother of two sons, her hobbies include gardening, knitting afghans, and baking "a pretty good fruit cake."

MIRIAM RUIZ, Receptionist and Assistant to the Administrative Director, joined CW Mexico in 1980. Her diverse responsibilities include assisting with the maintainence and updating of accounting books, typing financial statements, issuing checks, and acting as receptionist to visitors of CW Mexico. Miriam is the eldest of a large family consisting of seven sisters and two brothers. When time permits, she enjoys dancing and bowling.

Mirian Ruiz

FERNANDO VILLANEUVA joined the CW/Mexico team in 1982 as a Reporter and was later promoted to the position of Editor of CW/Mexico. As Editor he is responsible for the three reporters who write for CW/Mexico and CompuMundo. He is very enthusiastic, loves journalism, and is known for coming up with some good promotional ideas. One of these ideas is the new "Mural" newspaper which CW/Mexico is about to include in the newspaper. Fernando holds a degree in Journalism from the Carlos Septien School, and says that instead of reading a good novel, he prefers to read books relating to his career. When he has the opportunity, he likes to swim.

With CW/Mexico since 1983, CRISTINA TORRES is Secretary to the Editor and handles scheduling the Editor's interview appointments, as well as appointments for the reporters. Cristina previously worked as a receptionist for another company. She decided to join CW/Mexico because she wanted to practice what she studied -- secretarial studies. Cristina is married and expecting her first child, the first baby to be born to someone at CW/Mexico. When asked how she feels she replys, "Fatter every day!"



Cristina Torres Fernando Villaneuva

ABELARDO PERES, Editorial Director and Editor of CompuMundo, earned an Electronic Engineering degree from the National University and was previously employed as Coordinator of the Administration Computing Systems where he edited articles for university bulletins. During the last 15 years he has worked in the administrative area specializing in computing. Abelardo, his wife, and nine-year-old daughter all enjoy experimenting with computers. Abelardo also enjoys tennis and reading.

CompuMundo

Abelardo Peres

A new member of the staff is GUADALUPE ALMAGUER, Secretary to the Editorial Director and Editor of CompuMundo. Before joining CW Mexico this year, she worked for a real estate company as Assistant to the Director. Guadalupe comes from a large family of nine brothers and sisters. Her co-workers have tried to convince "Lupita" to enter the modeling field but, happy in her position as secretary, she insists on "sitting behind a desk." In her leisure time Guadalupe enjoys running and going to the movies.

Guadalupe Almaguer

CLAUDIO CANCIOLA, a Reporter for Computerworld Mexico, joined the staff in 1983. His first assignment for CW/Mexico was the edition of a complete supplement for Burroughs. Plans are now in the works to put out a new "Mural" newspaper for which Claudio will be responsible. He has a diverse background which includes proofreading, and writing for the police department and a political publication. He earned his degree in German Literature at the National University. Claudio enjoys reading, writing, traveling, and his new car. Just 21 years old, he recently bought a Mustang which he says "...goes more with my age. With my last car, people kept asking if it belonged to my father!"

JULIETA MALDONADO came on board CW/Mexico's team in 1981 as a Reporter. She continues to work as a Reporter but now also handles supplements and collaborates in the design of Computerworld Mexico. She has a degree in Journalism from Iberamericana University and has previously

Continued

authored articles for scientific, touristic, and cultural magazines (including the Mexican Playboy). Among her many interests and hobbies are ballet, oil painting, advertising photography, acting, and writing.

On the staff since early this year, ANTONIO PALMER is one of CW/Mexico's "young reporters." Besides bringing in news items, he is also responsible for a special section in the magazine called "Telematica." He gained some of his experience by working for a local newspaper, writing for the international section. Tony previously lived in the United States for three years where he studied data processing at El Camino College in Torrence, California. At the present time he is studying Computer Science at the Metropolitan University. In his leisure hours Tony likes to stay fit by running, and playing soccer and tennis.

Claudio Canciola **Julieta Maldonado** **Antonio Palmer**

Beatriz Anguiano

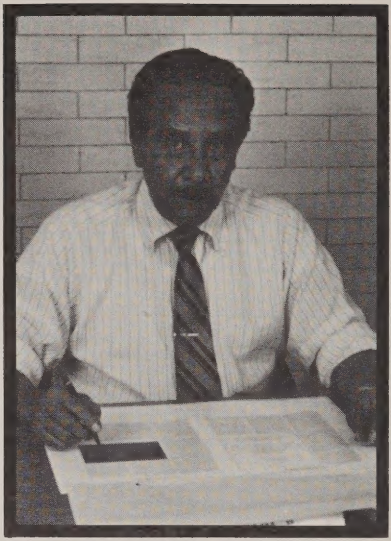
A valuable member of CW Mexico's team for the last four years is BEATRIZ ANGUIANO. She began her career at CW/Mexico in 1980 as Art Assistant and was later promoted to Production Coordinator. She works directly with the printer, sales department, and both editors, her main responsibility being to get the newspaper out on time. Beatriz lives in Cuernavaca (known as the city of eternal spring), a two-hour drive from the Computerworld Mexico offices, but is not bothered by the long ride to the office. She thoroughly enjoys her weekends in Cuernavaca where she can be found swimming, sunning, or enjoying walking and other sports.

RAUL MORENO, on the staff since 1981, works for Computerworld Mexico and CompuMundo as an Art Assistant. In this position Raul designs covers for both Mexican publications. Raul gained some of his experience from his employment in the art department of another publishing company. He enjoys reading, playing chess, and his favorite hobby, collecting match boxes.

JAVIER RODRIGUEZ joined the staff in 1983 as a messenger, but soon became one of the Designers and Artists in the Production Department. Besides being involved in the overall design of Computerworld Mexico and CompuMundo, he also helps mount both magazines. Prior to joining CW/Mexico he was employed by Bayer Aspirin in their warehouse. When Javier can find the time, which is sometimes difficult being from a family of seven brothers and sisters, he can be found drawing, playing soccer, or listening to good music.

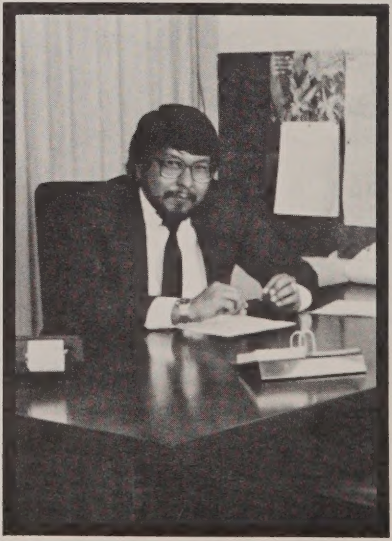
Raul Moreno Javier Rodriguez

A member of the staff since 1981, ALFREDO ESTRADA works closely with the editors and production department as Style Corrector and Proofreader for both Computerworld Mexico and CompuMundo. He has extensive experience in the field, having worked for assorted publishing companies for the past 16 years. Alfredo and his wife are the proud parents of six children which, he says, leaves him little time for hobbies, but he does enjoy meeting with old friends on Friday evenings.



Alfredo Estrada

MARIO ALBERTO TERRES, a Certified Accountant who earned his degree at the National University, joined CW/Mexico as an accountant in 1981. He was later promoted to Controller and Administrative Director and as such is responsible for the organization of the financial aspect of the company. He also supervises display and subscription collections, and circulation. Mario has a five-year-old son who is his "pride and joy!"

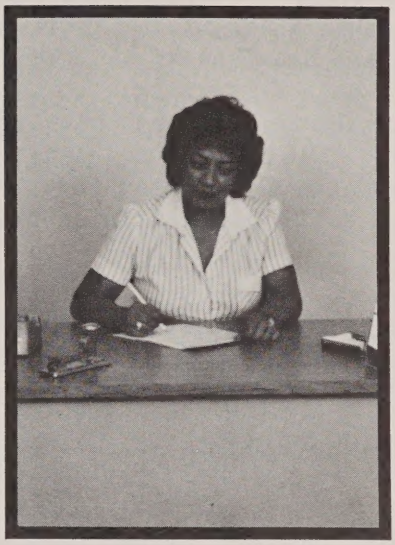


Mario Alberto Terres

Display Collection Coordinator, ESTHER A DE LEMUS, joined the CW Mexico team in 1980 and handles the invoicing of all display and classified advertising for both Computerworld Mexico and Compu-Mundo. She also works closely with the sales department to ensure that all information is available and correct on the invoices. She previously worked as a cashier in a publishing company. She lives with her husband and has one daughter with whom she often goes camping, and she plays tennis.

Esther A De Lemus

SILVIA GARCIA joined the staff in 1980 and is responsible for invoicing, collection of subscriptions, and supervising the staff of women who sell subscriptions from their homes. Silvia also assists in selling subscriptions and the distribution of CW/Mexico's newspaper and magazine to the attendees at expositions. Silvia is married and claims her five-year-old son is her best hobby.



Silvia Garcia

More News...

Publishers

From Page 1

rate publishing services: administration, finance, manufacturing, marketing, circulation, and graphic services.

DEBRA WETHERBEE, Vice President of Operations and General Manager at CWCI/P, said of the restructuring, "It is a traditional publishing structure. It's what we need in Peterborough. Each magazine and staff will get the focused attention needed to come out number one in each of their markets."

DAVID SCHISSLER was recently promoted to the position of Publisher of InCider: The Apple II Journal. Dave, who has served CWCI/Peterborough since September 1983 as Director of Marketing and Sales, had ultimate responsibility for the management of the firm's marketing,

Continued

circulation, and advertising sales departments. From April, 1982 to September, 1983 Dave served as Director of Advertising. Dave joined the firm in July of 1981 as a writer and sales representative for Selling Micros, a former trade publication.

Named Publisher of Microcomputing: The Practical Journal of Advanced Computing is STEPHEN TWOMBLY. Since September, 1983 Steve has served as Director of Advertising with responsibility for management of the firm's advertising sales department, the projection of advertising sales revenue for each of the CWCI/P titles, and the initiation of campaigns designed to realize those projections. Prior to joining CWCI/P, Steve was employed by McGraw-Hill Publications Company as District Manager of Advertising Sales.

Named Publisher of Hot CoCo: The Magazine for TRS-80 Color Computer Users is JEFF DETRAY. He has served CWCI/Peterborough since September, 1983 as Editorial Director with responsibility of overseeing the editorial content and focus of each of the firm's titles, and personnel management of the editorial staff. He also served CWCI/P from January, 1980 to September, 1983 as Editorial Manager where he helped guide the successful launches of 80 Micro, inCider, RUN, and Hot CoCo.

CW COMMUNICATIONS/PETERBOROUGH

IDC's European Marketing Support

PETER ROWELL, President of IDC, is pleased to announce the recent formation of a new facility to support and help coordinate IDC's marketing activities throughout Europe. European Marketing Support will aim to provide European-wide support for each IDC subsidiary. The main functions of European Marketing Support include product compatibility, packaging compatibility, pricing compatibility, key account focus, conferences, briefing sessions and exhibitions, surveillance of the competition, distribution, U.S. to Europe communication, public relations, and market research surveys.

PAUL HOMER, previously Manager of Sales and Marketing at IDC Europa, has accepted the position of Manager of European Marketing Support. He will operate independently of any country organization, although for the foreseeable future he will be located in IDC's London office.

Promotions

The CW/Conference Management Group is pleased to announce that NANCY RUBIN has been promoted to Conference Support Coordinator, in charge of CMG's speaker data base, managing the extensive files of material on Communication Networks' herd of illustrious panelists and technical leaders who participate in the "In-Depth" seminar series. Nancy was a Secretary at CMG since 1981, and has worked extensively with typesetting and

Continued

production of CWCI on the annual program guides for CN and the new Network Management/Technical Control Conference and Exposition. She previously worked at Dennison Manufacturing in Framingham, Massachusetts. As the mother of two teenage children, she is well equipped to "nag" speakers for tardy photos and late presentations.

Congratulations to KAREN DOWELL on her recent promotion to the position of International Editor at PC World Communications. In this new role Karen will be responsible for managing the PC World International News Network, which now consists of 17 CWCI publications worldwide. She will also be establishing an international library of PC World publications, editing an international marketing newsletter, and assisting foreign editors in acquiring products, information, and interviews in the U.S. She will also continue to work on Subroutines, a newsletter published by DAVID BUNNELL for the computer industry. Congratulations on your appointment, Karen, and best wishes for future success!

New Employees

CWCI extends a hearty welcome to JOSEPH KERWIN as Regional Advertising Manager for the Micro MarketWorld office in Irvine, California. Joe comes to CWCI with a strong background in advertising space sales. He was most recently the founding Advertising Director of Computer Accessories & Peripherals (CAP) magazine, and was responsible for selling major computer-related accounts into the book on both a national and southern California level. Joe and his wife, Debbie, live in Costa Mesa with their son, Jonathan, and daughter, Lauren. Best wishes for success with the Micro MarketWorld team, Joe!

Welcome to GORDON PEERY, new Circulation Manager at WGE Publishing. Gordon previously worked as Circulation Coordinator for North American Technology in Peterborough. Prior to joining North American he had worked at CWCI/Peterborough as a Production Supervisor in the computer lab. Raised and educated in Connecticut, Gordon chose the Monadnock region for his home, and presently lives in Nelson, New Hampshire. Gordon's other interests include playing piano and accordion for contra dances, and organizing and producing folk music concerts for the Monadnock Folklore Society. Welcome to WGE, Gordon!

PAT COLLINS has joined the CW/Conference Management Group as Conference Assistant with responsibility for the industry and telecommunications policy sessions of Communication Networks '85. Pat will work with Conference General Chairman Richard E. Wiley and other industry leaders. She also will manage the three-city Network Management/Technical Control conference and seminar series planned for 1985. Pat has been a Customer Service Administrator at CWCI's Classified Advertising Department since July, 1983. A 1983 graduate of the University of Maine, her show experience includes managing a superstar concert featuring "The Greatful Dead." This show biz bit equips her to cope with such CN 1985 headliners as Galactic Telecom Guru James Martin, Bill McGowan, Chairman of MCI, and Harry Newton!

Anniversaries

One-Year Anniversaries

Barbara Gerk, PCI
Mitchell Hayes, CWCI
Laurie Levin, IDC
Carol Ranalli, PCI

Two-Year Anniversary

Stewart Alsop, PCI

Three-Year Anniversaries

Kim Myhre, IDC
Ken Scholl, IDC

Four-Year Anniversary

Nancy Hedges, CWCI

Thirteen-Year Anniversary

Eileen O'Brien, IDC

Fitness Focus

What is a Workout

A workout is 25% perspiration and 75% determination. Stated another way, it is one part physical exertion and three parts self-discipline. Doing it is easy once you get started.

A workout makes you better today than you were yesterday. It strengthens the body, relaxes the mind, and toughens the spirit. When you work out regularly, your problems diminish and your confidence grows.

A workout is a personal triumph over laziness and procrastination. It is the badge of a winner -- the mark of an organized, goal-oriented person who has taken charge of his or her destiny.

A workout is a wise use of time and an investment in excellence. It is a way of preparing for life's challenges and proving to yourself that you have what it takes to do what is necessary.

A workout is a key that helps unlock the door to opportunity and success. Hidden within each individual is an extraordinary force. Physical and mental fitness are the triggers that can release it.

A workout is a form of rebirth. When you finish a good workout, you don't simply feel better -- YOU FEEL BETTER ABOUT YOURSELF!

Etcetera

CWCI's Publications Operations Committee cordially invites all Framingham-based personnel to attend a 90-minute audio-visual presentation entitled "The Publishing Process of Computerworld" at the Natick Hilton on September 28th, beginning at 9:00 a.m. This presentation concentrates on editorial, display advertising, classified advertising, production, and distribution in terms of how they are structured, how they operate, and how they interact to produce a weekly issue of Computerworld. If you would like to attend, please contact Susan Damiano in IDG's Personnel Department before September 7th.

Classified

PROGRAM MANAGER

IDC's Corporate Planning Service (CPS) seeks a Program Manager. Responsibilities include management of all research produced under the program, as well as management of client services; direct interface with sales force in terms of assisting on prospect and client visits, as well as general consultation; and management of all budgetary aspects of the program operation. Requirements for this position include a knowledge of the processor market, an understanding of research methodology, the ability to demonstrate industry knowledge to prospects and clients, supervisory experience, strong communication and presentation skills, and budget planning and management experience. To apply, please contact Mark Visconti, IDC, 5 Speen Street, Framingham, MA 01701, or call (617) 872-8200, X606.

FULL-TIME SECRETARY

IDG has an opening for a full-time Secretary with good organizational abilities and office skills to perform many varied tasks. Candidate must possess good secretarial skills and the ability to relate well with department members and clients. Duties will include typing, heavy transcription, filing, photocopying, telex operations, telephone coverage, and other miscellaneous duties as assigned. The ideal candidate will have at least one year of secretarial experience, be well organized and detail-oriented, and possess good typing, communication, and grammatical skills. Knowledge of a Wang word processing system a plus. To apply, please send your resume or descriptive letter of interest with salary requirement to Carol Famosi, IDG, P.O. Box 1450, Framingham, MA 01701.

MAILROOM STAFF

CWCI has an immediate opening for someone to work in the mailroom in the processing of mail, collating, delivery of mail and supplies, warehouse storage operation, and other miscellaneous duties. No experience is required, however, a driver's license is necessary. To apply, please call Lisa Burke of CWCI at (617) 879-0700, X373.

SLEEP SOFA FOR SALE

Bloomingdale's Haitian cotton, queen-sized sleep sofa. Very good condition. Available immediately. $300 or best offer. Please contact Frank Collins of CWCI at (617) 879-0700, X385.

MOTORCYCLE FOR SALE

1982 Harley Davidson Sportster. Custom candy paint, 3,600 miles. Best offer. Please call Barbara Jeannetti of CWCI at (617) 879-0700, X369.

CAR FOR SALE

1980 Chevette. Automatic transmission with AM/FM stereo and regular-size spare. In very good condition. $2,800. Please call Nancy Hedges, CWCI Conference Management Group at (617) 879-0700, X434.

ROOMMATE WANTED

Roommate wanted (non-smoker) to share a two-bedroom apartment in Framingham, Massachusetts. Fully carpeted, modern bath and appliances. $250 per month, plus one-half utilities. Contact Leslie Miller of CWCI at (617) 879-0700, X452.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

____ won an award?

____ been appointed or promoted to a new position?

____ made a speech?

____ participated in community activities?

____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

____

____

____

____

NAME: ____________________

COMPANY: ____________________

DEPARTMENT: ____________________

PHONE/EXT: ____________________

ENGAGEMENTS/MARRIAGES:

Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Date ____________________

Place of Marriage ____________________

Honeymoon? ____________________

BIRTHS:

Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Baby's Name ____________________

Date of Birth ____________________

Weight, Length of Baby ____________________

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 31 August 20, 1984

IDC Acquires Yates Ventures, Inc.

PETER ROWELL, President of IDC, is pleased to announce the recent acquisition of Yates Ventures, Inc., the software market research and consulting company in California known for its detailed understanding of the Unix market.

Yates Ventures, employing about 40 people, offers a series of continuing information services including Unix markets and strategies service, application software service, emerging distribution channels service, computer laboratory service, and software development service.

Although known for their work on Unix, Yates Ventures has strong technical software capabilities. They are involved in measuring consumer attitudes to software products and have established a laboratory evaluation center that enables software vendors to obtain benchmark comparisons with other packages.

The Publications Department of Yates Ventures produces a monthly newsletter, "The Yates Perspective," and recently published the Unix System Encyclopedia. In addition to other services being developed, Yates Ventures also offers seminars, featuring industry leaders and analysts.

JEAN YATES, Founder and President of Yates Ventures, is considered a renowned authority on operating systems and will add a new dimension to IDC's research in that area. Other key members of Yates Ventures include BILL FRANZOSA, Publications Manager; MICHAEL DUBRALL, Managing Analyst; STEVEN BROWN, Operations Manager; MEG RUSTAD, Seminar Manager; PAM PASOTTI, Marketing Manager; and PETER MARVIT, Senior Analyst.

Peter Rowell states that, "Jean's experience and that of the staff will consolidate IDC's position as the leading supplier of market research services to

Continued on Page 5

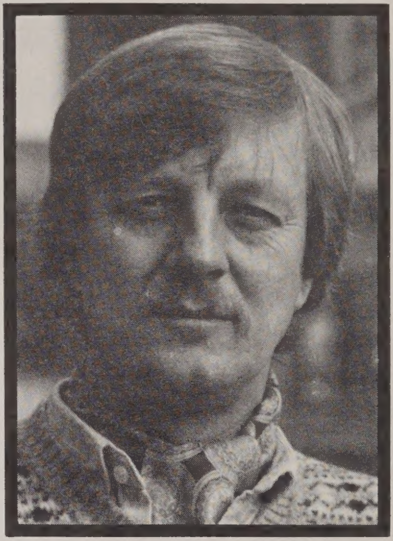
Spotlight

PC Welt - Germany

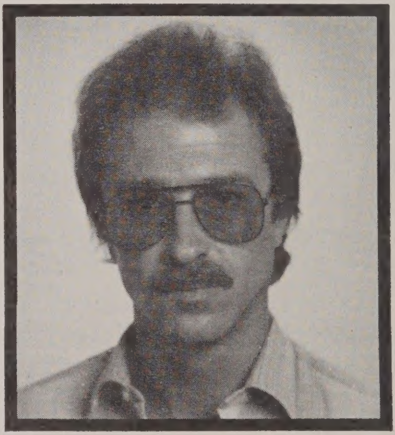
PC Welt, a monthly magazine for IBM personal computers and compatibles, is published by CW Publikationen, CWCI's subsidiary in Germany. This week, the IDG Update presents the hardworking staff of PC Welt.

6/Juni 1984 5,50DM
PC WELT
Das Computer-Magazin für "IBM" PCs & Kompatible
Test HP 150
Neu: IBM-PC-Portable
Special: Tintenstrahl-drucker
Finanzprogramm Micomerz
Lotus macht Makros
Datennetze: Heißer Draht
Bildschirm als Gesundheitsrisiko
Neue Serie: PC für Einsteiger

GUENTER KNAUFT, Editor-in-Chief of PC Welt, determines the nature and contents of the magazine, develops new concepts, observes market changes, and carries full responsibilities for the magazine and staff. Since 1969 Guenter has been involved in writing for several technical magazines, and was founder and editor-in-chief of the computer magazine, Chips, and the German edition of Interface Age. He also has a background in electronic engineering. Guenter loves all kinds of music, and is active in scuba diving, windsurfing, sailing, and skiing.



Guenter Knauft

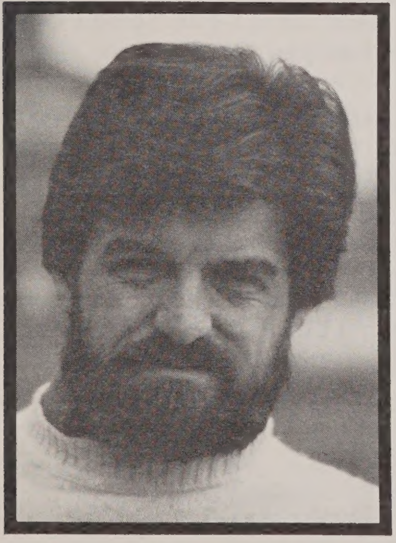


Rainer Oberlander

Managing Editor of PC Welt is RAINER OBERLANDER. Rainer, who has been with the company for eight years, ensures the smooth work and information flow between several editorial offices and the production department. Rainer says his hobbies are the company, eating and drinking well, and serving as the company's bartender.

BIRGIT GOETZ acts as a PC Welt's Editor, handling reporting, writing, and various other daily tasks. With the company since December, 1983, Birgit started as an editorial assistant. Prior to joining CW Publikationen, Birgit worked as an editor's assistant for a few German technical magazines. In her spare time, Birgit enjoys playing squash and tennis.

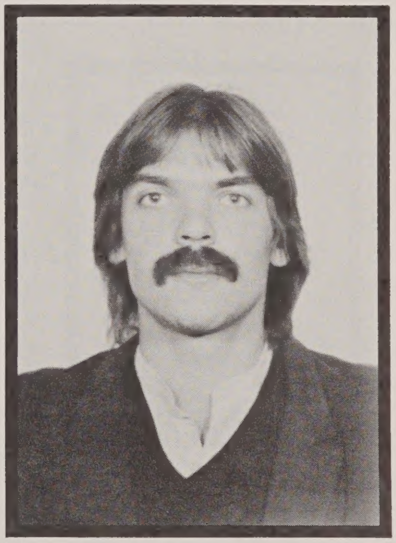
Birgit Goetz



Richard Fachtan

Also serving as an Editor to PC Welt is RICHARD FACHTAN. Prior to joining PC Welt's team, Richard worked on the technical magazine, Aktions Report, and other technical magazines. Richard holds a degree in chemical engineering, and enjoys rock music and French culture activities as spare time hobbies.

BERND WEESER-KRELL also serves as an Editor of PC Welt, sharing the responsibilities of reporting and writing. With CW Publikationen since early 1982, Bernd started with the Computerwoche team where he was assigned to topics regarding hardware. He is also a professional programmer. In his spare time, Bernd enjoys motorcycling and horseback riding.

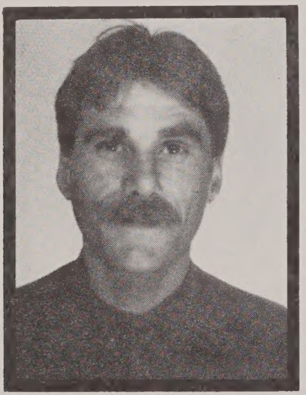


Bernd Weeser-Krell

Advertising Sales Manager for PC Welt is SYLVIA STIER. Sylvia joined CW Publikationen in December, 1981 where she took over the advertising management of Micro ComputerWelt. She was previously employed with the German edition of Interface Age. Sylvia enjoys tennis, jazzdance, and squash as her hobbies.

Sylvia Stier

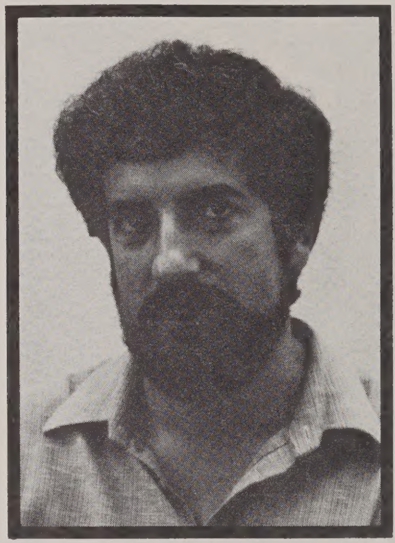
Assisting in the management of advertising sales for PC Welt is KURT EBNER, who joined CWCI/ Germany in September, 1983. Previously, Kurt was employed at Markt & Technik. Kurt is an avid jogger and squash player in his spare time.



Kurt Ebner

Waltraud Werner

WALTRAUD WERNER serves as Senior Account Manager for PC Welt. With the company since September, 1983, Waltraud has been in the advertising business since 1982. Prior to joining the PC Welt team, she was employed at Markt & Technik. In her spare time, Waltraud enjoys sailing and playing tennis.



Heinz Zimmermann

Senior Production Manager/Technical Director for PC Welt is HEINZ ZIMMERMANN. Prior to joining CW Publikationen, Heinz served as a technical employee for a large printing organization in Munich. The father of two children, Heinz enjoys walking and working in his garden as leisure activities.

Production Manager responsible for the attractive layout of PC Welt is DARINKA BRATUSCHA. A native of Yugoslavia, Darinka has been with CW Publikationen since 1982. Assisting Darinka in the Production Department are ASTRID GOEPFERT, HANS KOVACS, and MICHAEL VOLKMANN who serve as PC Welt's free-lance photographers.

More News...

Yates Ventures

From Page 1

the information processing industry. They will complement IDC's current software research where SASI, in particular, is expected to expand further to cover more strategic market issues."

Yates Ventures, Inc. is located at:

4962 El Camino Real
Suite 111
Los Altos, CA 94022
Tel: (415) 964-0130

LPS Express Rolls On . . .

IDC's Leasing Planning Service (LPS) has recently added another distinction to its collection of honors. In addition to being one of the fastest growing products within the Continuous Information Services (CIS), it recently became the first CIS product in IDC's 20 year history to be actively marketed in Europe.

Interest in LPS was sparked by a speech earlier this year to the European Computer Lessors Association and Trade in Monte Carlo given by CHARLIE GRECO, Director of Financial Services. A follow-up trip was scheduled with the IDC offices in Europe to chase down leads, and Charlie returned with over $115,000 in new business!

Client service individuals are currently being placed and trained in IDC Europa and IDC Scandinavia to support the Financial Services Group new client base. Already in the LPS group are the top eight European leasing companies, and Fuyo Leasing in Japan.

Charlie comments, "We are very excited about taking our product international. We feel the European market represents a tremendous opportunity for continued growth and success. Our main objective, coupled with product marketing, is Client Service, and we feel we are well on our way to establishing a financial presence around the world."

In addition, LPS fared a not-too-distant third in a recent survey of IDC clients conducted by PETER ROWELL, President, to determine overall client satisfaction of IDC services. In June, LPS was credited for the single largest client contract in IDC history, and is in the process of recruiting additional resources to support the new business.

CATHY FREEMAN has been with LPS since the very beginning, and has been appointed to the new position of Research Manager. The client services area is headed by Account Managers SANDRA BROWN and BECKY CHAPPELL, and Research Analysts BOB CALLERY and HANS MARQUARDT. In addition, CHRISTINE PORTER, the Administrative Assistant, lends her organizational skills to the operation. And MARILYN RAINERI, Account Manager in the Financial Information Planning Service, continues to hold all the "Wall Street types" in check by providing continuous support in the

Continued on Page 6

FIPS and FIPS ROONEY PACE products. Congratulations to the LPS group on its fine achievements!

Transfers

NANCY GROTHE has recently assumed the position of Editorial Secretary for InfoWorld in Menlo Park, CA. Nancy has been working for InfoWorld since October, 1983 as Production Assistant. Previous to this she worked for Arts and Leisure publications and Cityguide Publication. Nancy is a graduate from the University of California in Santa Cruz. Glad to have you aboard, Nancy!

New Employees

CW Communications/Inc. is pleased to announce that SHERILYN DRISCOLL-COLEMAN has joined the company as the newest member of the Computerworld Buyer's Guide sales staff. Sherry will be located in the Newton Sales Office and will be the Account Manager covering the northern sales region. She comes to CWCI from her previous position of Account Executive at Nationwide Advertising. Sherry has a varied background which includes a B.A. in Social Work, Art, and Continuing Education in Social Work and Psychology. She enjoys sailing and resides in New Bedford with her husband and daughter. Welcome aboard, Sherry!

Wayne Green Enterprises extends a hearty welcome to PETER FARNUM, Manager of WGE's Peterborough Press print shop. In his new position, Peter will be responsible for business operations and printing of business materials for WGE. Peter was previously Eastern Regional Sales Director for Quick Print of America. And previous to this he owned and managed a print shop in Scottsdale, Arizona. He has attended the University of New Hampshire and Northeastern University. Welcome aboard, Peter!

IDG extends a warm welcome to RICHARD BURONI, Mailroom Assistant. Rick is responsible for all the shipping and receiving of IDG's mail and express packages. A resident of Hopedale, Rick enjoys music and playing tennis every night after work, and comments, "Watch out John McEnroe!" Welcome to IDG, Rick!

The IDC Washington Division is pleased to welcome CHERYL VANDEGRIFF, Research Consultant for CTS. Cheryl is responsible for CTS research reports, client inquiries, and special regulatory issue focus. She brings broad experience in technical evaluation, client service and sales support to her new position. Prior to joining IDC, Cheryl was an application engineer with Plantronics/ Fredrick Electronics Corporation in Maryland. Prior to that she worked for Marconi Espanola, S.A. in Madrid, as she is fluent in Spanish. Cheryl holds a B.A.

Continued on Page 7

From Page 6

degree from Mary Washington College and is working towards her MBA at Mount St. Mary's College. Best of luck in your career with IDC, Cheryl!

Anniversaries

One-Year Anniversaries

Francie Benedict, IDG
Patricia Nordin, PCW

Two-Year Anniversaries

Patricia Hartigan, CWCI
Brenda Merritt, LR
Lynn McGalliard, CWCI

Three-Year Anniversaries

Anqunette Flemings, PCI
Lauren Katz-Tinsley, PCI
Sahnta Pannutti, PCI
Cynthia Puig, PCI

Five-Year Anniversary

Louise Myerow, CWCI

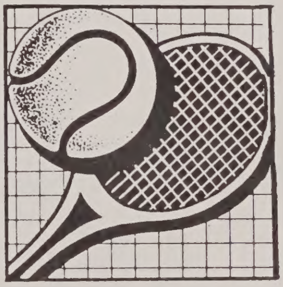
Fitness Focus

Watch The Ball . . . And Your Eyes

The number of eye injuries from tennis, racquetball and squash has increased dramatically with the increased popularity of these indoor-outdoor sports, according to the National Society to Prevent Blindness.

"There are about 35,000 sport-related eye injuries each year, and racquet sports are responsible for nearly 10,000 injuries. This is up from 5,000 injuries in 1975," states Virginia Boyce, Executive Director of the Society.

It is important that players use protective eyewear. A tennis ball that normally feels rather soft becomes a fast-moving projectile that can reach speeds of 100 miles per hour, and can seriously damage the eye. The smaller the ball, the greater the potential for harm to the eye. Any protective eyewear should be capable of absorbing the impact of the ball, and wearing it may even lead to better performance. It helps the player to be less conscious of his eyes and leads to an improved game.



Etcetera

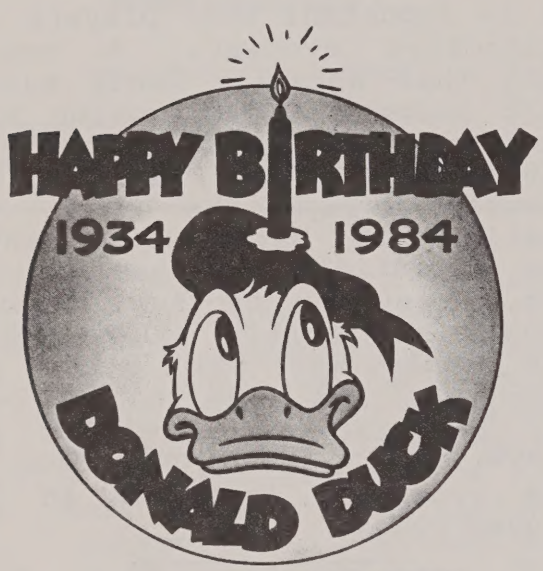
Of international interest . . . 1984 marks a most auspicious occasion in the life of one of Walt Disney's most famous characters as Donald Duck celebrates his 50th birthday.

Beloved around the world, the irascible duck with the feisty personality has been lauded as an American original, the incarnation of every man, facing life boldly against all odds. Donald himself has had the following to say regarding the scurvy way in

Continued on Page 8

From Page 7

which life tosses him around: "Practically everything I do right goes wrong. To me, the world is just a hat with a brick hidden underneath. I represent the little man with big ideas who can't quite put them across."



© 1984 Walt Disney Productions.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C /Famosi.

Classified

CUSTOMER SERVICE COORDINATOR

filled

CW Communications/Inc. requires a Customer Service Coordinator who will be responsible for coordinating recruitment and some buy/sell/swap sections of Classified including layout and customer inquiries. You will also be responsible for processing all ad materials in all sections, and customer service of incoming calls for house accounts, confirmation to all agencies of material received, giving advertising sizes, prices, and specifications, typesetting, proofing, follow-up, and backup calls to all customers. Previous experience should include sales knowledge and knowledge of a keyboard. Typing skills a must. Post-secondary courses or degree in sales or marketing area preferred. Interested candidates should contact Cindy Delany, Classified Operations Manager at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, X355.

MANAGING EDITOR & ASSISTANT EDITOR

PICO, a computer report from Wayne Green Enterprises, is looking for a Managing Editor, as well as an Assistant Editor. PICO is devoted to briefcase-size computers. Responsibilities of Managing Editor include staff supervision, monthly editorial development, on-time production of the publication, and copy editing. Responsibilities of the Assistant Editor include copy editing and research. Candidates for Managing Editor should have a strong background in computer magazines, with an emphasis on management experience. To apply, resumes and work samples should be submitted to David Raether, Assistant Publisher, PICO, Wayne Green Enterprises, WGE Center, Peterborough, NH 03458.

no — ADMINISTRATIVE ASSISTANT/SALES SECRETARY

International Data Corporation is seeking an efficient, intelligent, and hardworking administrator/secretary to perform many varied tasks. The position requires flexibility, independence, and attention to detail. Candidate must possess excellent secretarial skills, including typing 60 wpm, strong professional and business skills, and the ability to relate effectively with staff and clients. Word processing, machine transcription, and any other computer experience a plus. Three to five years secretarial experience required. Send resume with salary history to: IDC, Dept. KW, 5 Speen Street, Framingham, MA 01701.

RESEARCH ASSOCIATE/DATA ENTRY

filled

International Data Corporation has a full-time entry level position available in the database department. Duties include processing survey questionnaires for a computer installation data file. Data entry skills are required. Contact Christine Smith of IDC at (617) 872-8200, X287, 5 Speen Street, Framingham, MA 01701.

ROOMMATE WANTED

Roommate wanted (non-smoker) to share a 2 bedroom apartment, fully carpeted, modern bath, modern appliances, in Framingham, MA. $250 per month plus 1/2 utilities. Contact Leslie Miller at CW Communications/Inc., (617) 879-0700, X452.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

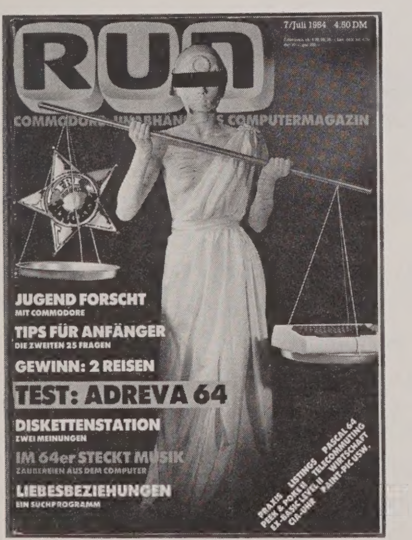
IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 30 August 13, 1984

RUN - A Hit In Germany

Newsstands in Germany will have to make room for yet another CWCI publication, RUN magazine. Published by CW Publikationen, RUN is a monthly magazine dedicated to users of Commodore computers. Its unique and attractive cover design was destined to attract a large readership as it did, with a total of 70,000 copies being sold just one week after the initial print run of 200,000 copies.



According to ECKHARD UTPADEL, General Manager of CW Publikationen, "RUN is a publication the reader can actually work with, testing his or her progress within only one month's copy. And, of course, heavy duty economical events are not left out."

RUN focuses on the specialization of Commodore hardware and software subjects, competitions and computing clubs, and such satellite themes as computing by youngsters, computers and politics, and computers as an aid to studies and professional activities.

The premiere issue of RUN presented a lively, witty discussion on the C64 system, as well as a serial entitled "Across the Wild Plains of Pokeistan" which was accompanied by a poster.

Key members of the RUN staff include MANFRED S. SCHMIDT, Editor-in-Chief, DR. HORST HOEFFLIN, Editor, BARBARA MITTL, Editor, WOLFGANG SCHNABEL, Editor, and SIGGI PESCH, Assistant Editor.

CW Publikationen also publishes Computerwoche, a weekly computer newspaper; Computer Business, a monthly magazine dedicated to

Continued on Page 4

Spotlight

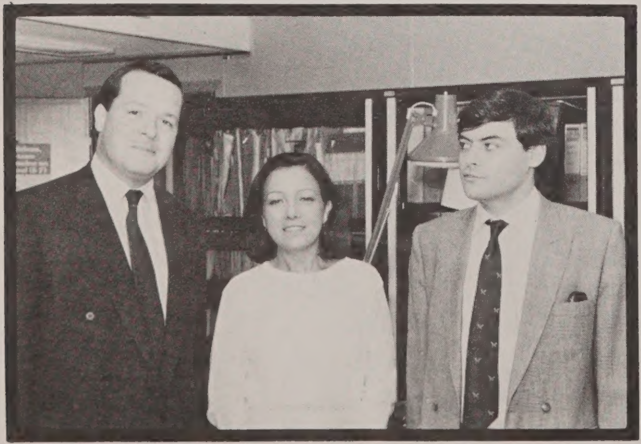
Le Monde Informatique

Last week, the IDG Update featured Le Monde Informatique's G&A, Accounting, and Editorial departments. This week we finish off LMI's "mini-series" by spotlighting the staff of the Advertising, Classified, Circulation, and LMI Buyer's Guide departments.

Advertising Department

Advertising Sales Manager for LMI is JACQUES TILLIER. Jacques worked at the CFIE prior to joining LMI in 1981 as Display Advertising Manager. His hobbies include racing, fishing, and golf.

LMI's Advertising Display Manager is BERTRAND DE CERVAL. He gained valuable experience by occupying this same position at CFIE prior to working with LMI. In his leisure he enjoys diving, skating, and tennis.



Jacques Tillier **Bertrand de Cerval**
Christine Alamarguy

CHRISTIANE ALAMARGUY is the Assistant to the Advertising Department, a position in which she maintains contact with clients by telephone and handles a variety of secretarial responsibilities. Christiane holds a diploma in secretarial studies.

Classified Department

Danielle Pylon **Veronique Tillion**

DANIELLE PYLON is LMI's Classified Advertising Manager. She was previously employed as an assistant to the classified ad department of the weekly newspaper "V.S.D." which in English translates to "Friday, Saturday, Sunday." Her hobbies include reading, music, and jogging.

Assistant to the Classified Advertising Manager is VERONIQUE TILLION. Before joining LMI, Veronique was Assistant to the

Continued on Page 3

From Page 2

Classified Advertising Manager of the newspaper "Les Echos." In her leisure hours Veronique can be found dancing and listening to music.

Circulation Department

Caroline Gauthey
Carola Hannecart **Elisabeth Franconeri**

As Circulation Manager, CAROLA HANNECART is responsible for overseeing circulation-related activities for LMI, Golden, and OPC. Prior to joining the LMI staff, she was employed in the subscriptions department of "L'Express" newspaper. Carola has two children and enjoys research reading and comedy.

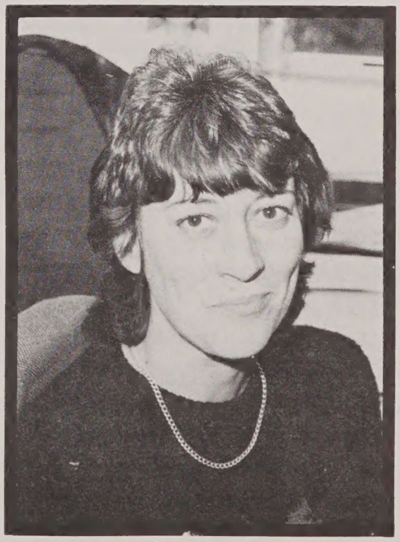
A Terminal Operator for LMI, Golden, and OPC is CAROLINE GAUTHEY. After finishing her schooling, Caroline worked in the circulation department at "Nouvel Economiste" for a 6-1/2 year period. Her hobbies include toys, electronic games, and "head breakers!"

ELISABETH FRANCONERI joined LMI in March, 1984, working in the circulation department for LMI, Golden, and OPC. Directly after completing a stenography course, she joined a French law firm where she worked for a short period before arriving at LMI. When time permits Elisabeth enjoys dancing.

LUCIENNE BOSSER, Terminal Operator in LMI's Circulation Department, joined IDG France in 1981. She is currently at home on maternity leave awaiting the arrival of "a bundle of joy."

LMI Buyer's Guide

JACQUELINE ANGLARDS is the documentalist for LMI and is responsible for all documentation for the Buyer's Guide. In her position she handles filing and a library of old issues for reader requests. Jacqueline created the base of addresses for the Buyer's Guide and also oversees mailings and client contacts. She also handles all dealings with the printer of the Buyer's Guide.



Jacqueline Anglards

More News...

RUN

From Page 1

retailers, OEMs and software and systems houses in the micro and PC market; MicroComputerWelt, a monthly magazine dedicated to the German microcomputer user; and PC Welt, a monthly magazine dedicated to the IBM PC user.

CW Publikationen is located at:

CW Publikationen, GmbH
Friedrichstrasse 31
8000 Munchen 40
West Germany
Telephone: (089) 3 81 72-0
Telex: (841) 5215350

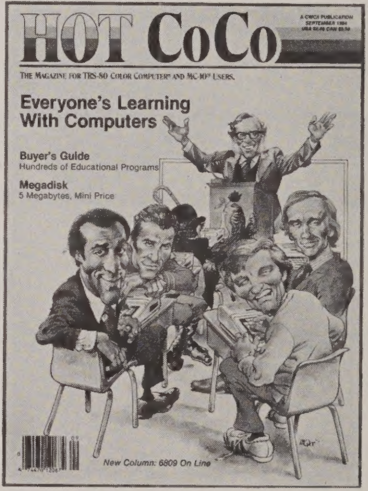
Hot Coco Features Software Guide

CW Communications/Peterborough has announced that the September issue of Hot CoCo magazine will feature the computer publishing industry's most comprehensive and up-to-date guide to educational software for the Tandy Color Computer systems.

The guide will furnish information on approximately 600 programs published by 33 of the largest software producers in the Color Computer market. System requirements, costs, age categories, and the publishers' names, addresses and phone numbers will be provided. Subject areas will include Language Arts, Foreign Languages, Social Studies, Mathematics, Computer Literacy, Music, Self Study, Reasoning/Problem Solving, and Religion.

MICHAEL NADEAU, Editor-in-Chief of Hot CoCo, expects teachers and parents to benefit most from the information. He comments, "Hot CoCo's educational software guide will help both parent and teacher in deciding on the best Color Computer software for the students' or children's needs."

Other special features of the September issue will include "Carl the Robot", Part One of an article and program that teaches BASIC programming via logical thinking exercises, and "The Educated Guest" which evaluates students' responses to computer-given tests.


HOT CoCo
A CWCI PUBLICATION
SEPTEMBER 1984
THE MAGAZINE FOR TRS-80 COLOR COMPUTER AND MC-10 USERS
Everyone's Learning With Computers
Buyer's Guide
Hundreds of Educational Programs
Megadisk
5 Megabytes, Mini Price
New Column: 6809 On Line

RUN Focuses On Education

RUN magazine, published by CW Communications/Peterborough, will focus on education in its September issue. Dedicated to the users of the Commodore 64 and VIC-20 systems, the magazine will feature the article, "Commodore in the Classroom", examining the impact that well-designed software can have on a child's growth and success in school. This issue will also

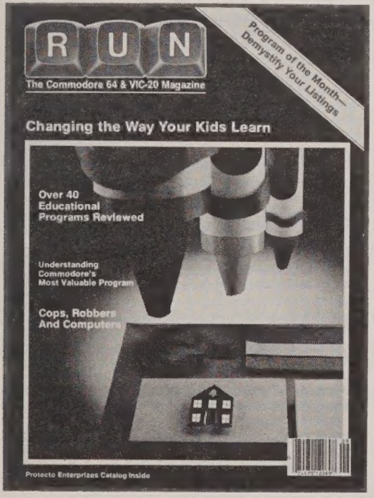
Continued on Page 5

From Page 4

evaluate 40 of the major preschool through elementary school educational packages available for the Commodore 64.

An accompanying article, "The 64 Speller", includes a program for RUN readers to type into their Commodore systems.

According to DENNIS BRISSON, RUN's Editor-in-Chief, "The purpose of the special education issue is to acquaint our readers with some of the capabilities of the educational software on the market today. This issue will contain only a sampling of the hundreds of programs available. It seems no matter what skills a child or student needs to develop, there is educational software available to help."


RUN
The Commodore 64 & VIC-20 Magazine
Program of the Month—Demystify Your Listings
Changing the Way Your Kids Learn
Over 40 Educational Programs Reviewed
Understanding Commodore's Most Valuable Program
Cops, Robbers And Computers
Protecto Enterprizes Catalog Inside

People

Computerworld de Argentina was recently awarded the 1983 Chairman's Award for "Most Successful New Publication Launched" at the 6th Annual International Manager's Meeting in Austria.

RUBEN ARGENTO, CW/Argentina's General Manager, was pleased to announce that "CWCI's 'family' in Argentina is extremely proud to have received this award and will strive towards the continued success of the publication."

The staff of Computerworld de Argentina celebrated receiving the award at a party held at their office in Buenos Aires.

Congratulations to the staff of Computerworld Argentina whose dedication and diligent efforts contributed to the success of this new publication.

Pictured left to right: SOFIA NUDELMAN, Editorial Assistant, FABIANA PIERGIACOMI, Administrative Assistant, CARLOS SOSA, Junior Salesman, PATRICIA VRABEZ, Editorial Assistant, FERNANDO MEDRANO, Office Assistant, EDUARDO DEBERNARDI, Senior Salesman, RUBEN ARGENTO, General Manager, KIM MANDEL, News Editor, ADRIANA CHARYTON, Accountant, CLAUDIA SAN MIGUEL, Circulation Assistant, DANIEL YAGOLKOWSKI, Translator, and ALEJANDRO RAMOS MEJIA, Advertising Manager.

New Employees

IDC Dallas' Office is pleased to welcome KAREN TRUIT, Account Representative for the South-central territory. Karen is responsible for representing IDC to clients and prospects for all of IDC's products and services.

Continued on Page 6

From Page 5

Karen was previously employed by Anacomp in Dallas for almost 10 years. Wishing you the best of success with IDC, Karen!

The IDC Washington Division extends a warm welcome to SUZANNE SWENSON. Suzanne, who will be working with the PIMS research staff, will be responsible for market research in the Federal Government and client support for the growing number of PIMS commercial clients. Suzanne was previously employed by Systems Development Corporation. Her Federal Government experience includes positions with the State Department, Board of Governors, and Federal Reserve System in Washington, D.C. Suzanne holds a B.S. degree in Marketing and is currently working towards an MBA in Finance and Management. Welcome aboard, Suzanne!

Welcome aboard to PATRICIA HEAL, Copy Editor on the Computerworld copy desk. In this position Patricia reviews stories for spelling, style, grammar, writes headlines, and performs page proofs. Prior to joining CWCI she was a reporter for The Day, a daily newspaper in New London, Connecticut. Patricia is a 1984 graduate of Syracuse University and holds a B.A. in Newspaper Journalism. Patricia enjoys tennis, running, racquetball, and softball. Best of luck, Patricia!

Welcome to PAMELA LESLIE, new Shipping Clerk/Operator in IDC's Data Processing Department. In this position Pamela will be responsible for packaging and mailing the department's data processing jobs. She will also have the opportunity to train in computer operations where she will assist in running job orders. In her spare time Pamela enjoys photography and outdoor sporting activities.

Promotions

Congratulations to DIANE FLIS of IDC who was recently promoted to the position of Manager of Business Development. In this position, Diane will fill the specific needs that IDC's user programs face over the short- and long-term. The main focus of her responsibility is the promotion of the user programs, ISPS and SMOS. Congratulations on your promotion, Diane!

CW Communications/Peterborough is pleased to announce the promotion of JOHN BURNETT to the position of Editorial Operations Manager. In this position, John will be responsible for supervising the editorial schedules of each of CWC/P's seven publication titles, assisting in the development of business plans, and serving as liaison between the editorial department and other departments within the company. John began his career at 73 as Assistant Editor, was promoted to Managing Editor in 1977, and in 1983 became Executive Editor. Congratulations on your many successes at CWC/P, John!

Congratulations to DAVID GROBER of Micro MarketWorld, who was recently promoted from Acting Managing Editor to Managing Editor. In his position, David will continue to oversee the day-to-day operations of MMW, working with the Executive Editor to ensure that all editorial material is on time and all art and production deadlines are met. David joined CWCI in 1982 as a Copy Editor and was later promoted to Assistant Executive Editor of MMW. Congratulations David, and best wishes for continued success!

CW Communications/Peterborough extends hearty congratulations to SUSAN PHILBRICK on her promotion to Executive Editor of 73 magazine. In her new position, Susan will be responsible for establishing and implementing editorial policy as well as supervising editorial workflow, layout, and quality control. In addition, she will manage the magazine's finances and personnel. Susan joined the company in 1975 as the Publisher's Editorial Assistant, was then promoted to Assistant Managing Editor, and ultimately, Managing Editor. Best wishes for your continued success and progress at CWC/P, Susan!

Anniversaries

One-Year Anniversaries

Rebecca Batcha, CWCI
Mary Fanning, CWCI
Carolyn Medeiros, CWCI
Jay Novack, CWCI

Five-Year Anniversary

Ann Hadley-Smokowski, CWCI

Six-Year Anniversary

Karen Elliott, CWCI

Seven-Year Anniversary

Jeff Beeler, CWCI

Ten-Year Anniversary

Ann Dooley, CWCI

Thirteen-Year Anniversary

Nancy Scull, IDC

Fitness Focus

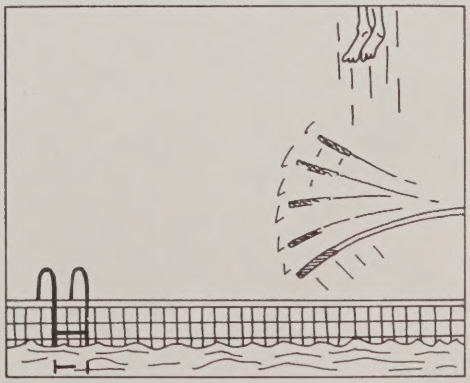
Swimming: A Head to Toe Sport

If you're looking for a sport that's easy and fun, perhaps you should join the millions who are splashing their way to fitness.

Swimming uses all of the most important body muscles and if done regularly, will tone the muscles of your arms, legs, upper and lower back, abdomen, calves, and chest. It is also the least stressful sport physically in that it won't cause blisters, shin splints, or other problems that may normally be encountered with other sports.

Swimming, like any other aerobic activity, is also a great source for building your cardiovascular endurance. By increasing your use of oxygen, swimming will make your lungs work better and your heart beat stronger and faster.

And finally, swimming is easy, inexpensive, and doesn't require much organization. So what are you waiting for? Get your feet wet before summer is over!



Classified

DISPLAY ADVERTISING ASSISTANT

CW Communications/Inc. is in need of a Display Advertising Assistant. Duties and responsibilities will include the coordination of bi-monthly CWCI Response Card decks, providing backup for advertising coordinators, supporting supervisor and administrator, opening and distribution of mail, assisting with phone coverage, coordinating weekly updates to sales offices, maintaining files, monitoring supplies, and miscellaneous duties as assigned. Experience should include previous office support or advertising background. A high school diploma is required, as is knowledge of a keyboard. Interested applicants should contact Anne Hadley at CWCI, (617) 879-0700, X386.

PUBLICATION MANAGER

CWCI Peterborough has positions open for Publication Managers. The Publication Managers will have responsibility for an entire publishing unit including management, sales, and editorial. Total P&L responsibility for the publication rests with the Publication Manager. Additional duties include image development for the publication, staff development, intraand inter-departmental coordination and new product development. The Publication Manager will report to the Vice President/General Manager. Please submit resumes to: Denise La Sala, Personnel Department, CWCI Peterborough, 80 Pine Street, Peterborough, NH 03458.

IDG UPDATE

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Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
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SPECIAL REPORTS EDITOR

Computerworld has an opening in their busy editorial department for a Special Reports Editor. In this position you will be responsible for producing 10 Special Reports a year on a variety of technical topics of interest to the readership, such as manufacturing systems, micros in big business, data communications terminals, and database management systems. You will coordinate initially with the Technical Editors in the newsroom to focus the direction of each Special Report in terms of content and possible authors, and with the Design Editor to sharpen page design and focus cover graphics. The majority of your time will be spent on soliciting all articles for the Special Reports from outside experts, with emphasis on obtaining the highest quality contributed material available. To qualify you should have a working knowledge of the computer industry or data processing. You should have polished editing skills, a strong graphic sense, and a detailed knowledge of newspaper production. You should have some experience in author contact and source cultivation and be able to oversee multiple manuscripts from start to finish. Previous experience on an electronic editing system is a plus. To apply, send your resume and samples to: Rita Shoor, Executive Editor, Computerworld, 375 Cochituate Road, P.O. Box 880, Framingham, MA 01701.

IDG RECEPTIONIST/SECRETARY

IDG is currently seeking a Receptionist/Secretary. This is a full-time position with responsibilities including greeting visitors, answering and routing incoming telephone calls, typing, and other miscellaneous duties as assigned from the yes Personnel and Credit Departments. Interested applicants should have at least one year of office experience, possess excellent communication skills, and the ability to type 45-50 wpm. Word processing experience helpful but not necessary. Interested applicants should call Susan Damiano at IDG (617) 875-5000, X407, to arrange an interview.

FOR RENT

3 bedroom Cape house on Newbury Street in Framingham (off Speen Street). $650 per month. Contact Susan Damiano at IDG, (617) 875-5000, X407 for details.

FOR SALE

1977 Camaro, navy blue, 3 speed, 8 cylinder, 65,- 68,000 miles, excellent mechanically, very good body, stereo/cassette, wire wheels. $2,800 or yes best offer. Contact Gayle Gonthier at IDG, (617) 875-5000, X463 (days) or (617) 435-5660 (evenings).

FOR SALE

no 1978 Datsun B210, good condition, red, 4-door. Must sell. $1,600 or best offer. Contact Hollis Brush at IDG, (617) 875-5000, X462.

FOR SALE

no 1982 Dodge Aires. 4 speed, 4 cylinder. High mileage, but otherwise in excellent condition. $4,000. Also, 1972 Chevy -- perfect mechanically but body needs work. Best offer. Contact Laura Valanzola at IDG, (617) 875-5000, X437

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IDG UPDATE

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Volume 14, Number 29
August 6, 1984

IDC Completes Briefing Sessions

IDC's Annual Information Industry Briefing Session was extended this year to several new cities around the world. During June, IDC Australia conducted sessions in Sydney, Melbourne, and Canberra, and then moved on to Auckland and Wellington, New Zealand. This was the first time IDC had conducted its sessions in New Zealand, and the sessions were very successful with over 80 people joining IDC for the day. All five Briefing Sessions "down under" were conducted entirely by IDC Australia. Participating with LEN RUST, Director of Australian and Southeast Asia Operations, were MILLARD LOWE, ALEX CARLESS, and PETER HALL, all from IDC Australia.

The IDC team studies a question from the audience during the Hong Kong Session: (left to right) JACK HART, MILLARD LOWE, LEN RUST, DAMIAN RINALDI, and ALEX CARLESS.

The 9th Annual Industry Briefing Session was held in late June, in Tokyo, Japan. With over 120 attendees, it was one of the most successful seminars ever presented by IDC Japan. YUGI OGINO, Managing Director, presented his findings on the Japanese marketplace. PETER ROWELL, President of IDC, presented the introduction to the session, an Industry Predictions section, and a special presentation on the European Market Overview. Other IDC speakers included JACK HART, Director of Professional Services, and DAMIAN RINALDI, Manager of IDC's Software and Services Information Service (SASI).

In July, the first IDC seminar in Singapore was planned and executed as a joint venture be-

Continued on Page 5

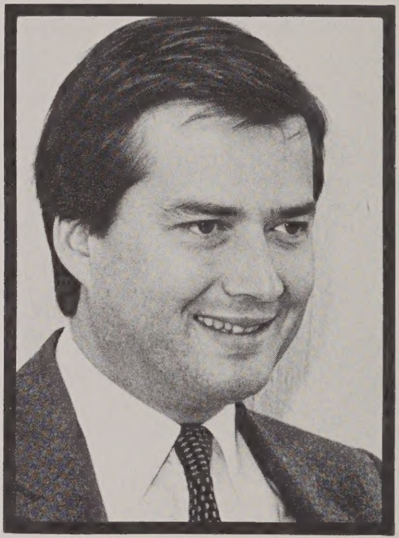
Le Monde Informatique

Le Monde Informatique, the weekly newspaper dedicated to computer professionals and computer industry executives in the French market, is produced by a dedicated group of people at IDG France S.A.

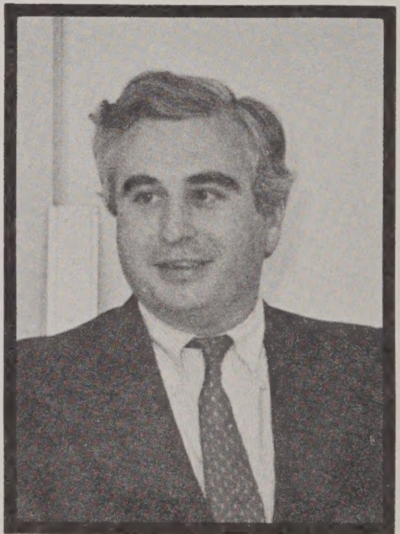
This week the IDG Update features Le Monde Informatique's G&A Department, Accounting Department, and Editorial Department. In our next issue, we will spotlight LMI's Advertising, Classified, Circulation, and the Buyer's Guide Departments.

G & A Department

AXEL LEBLOIS, General Manager of Le Monde Informatique, Golden, and O.P.C. magazines, has been with the CWCI family since June, 1983. He is also responsible for overseeing Computerworld's Southern European activities. Prior to joining IDG France S.A., Axel was Vice President for Russell Reynolds Associates in Paris. Previous to that he acted as Vice President for New Products and Publisher of eight magazines at the "Compagnie Francaise d'Information pour les Entreprises." In this position he created Transports Actualites for international freight management, and Temps Reel, one of Le Monde Informatique's competitors in the EDP press market.



Axel LeBlois



Francois-Xavier Chaussonniere

FRANCOIS-XAVIER CHAUSSONNIERE is the Publisher of Le Monde Informatique. One of the pioneers at IDG France S.A., Francois joined the company as Advertising Sales

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Manager, during the time in which LMI was being created. He was then made Publisher of LMI in June, 1983. Outside of work, Francois enjoys his greatest hobby - his horses!

Beatrice Couperie
Fabienne Guebin
Suresh Rajon

Assistant to the General Manager is BEATRICE COUPERIE. Beatrice, who is Belgian by birth, began her career at 17 by working at Marsteller International and Saint-Laurent Rive Gauche/-Hermes. In 1972 she joined Hachette, a publishing company, and then Revlon-Balmain International, a perfume and cosmetics firm. She has been on the staff of LMI since November, 1980. Beatrice is married and the mother of one child, a two-year old daughter, Olivia.

SURESH RAJON is originally from Sri Lanka. At 21, he is already fluent in four languages. Prior to joining LMI he was a tour executive for a leading tour operation in Sri Lanka. He joined LMI as Office Assistant and is in charge of mailings, ordering supplies, and archive filing, and is considered an "all around" stand-in. He is currently preparing to join the accounting team at LMI. In his spare time Suresh enjoys films, music, stamp collecting, and books.

FABIENNE GUEBIN is the Switchboard Operator/Typist for LMI. Fabienne joined the staff of LMI after leaving college at the end of 1983. Among the hobbies she enjoys in her free time are skiing, films, swimming, and reading.

Accounting Department

Manager of the Administrative and Accounting Department is SYLVIANE MORLOT, who is credited with computerizing the department's system. After graduating with a degree in economics and accounting, Sylviane worked for an American company in France where she supervised the accounting department. She enjoys listening to music and is presently learning to play the piano.

YANICK ROBAIN is an Accountant at LMI. After completing his studies in accounting, he was employed for five years as an accountant in a distributing firm. Yanick devotes much of his free time to sports, music, cinema, and modern art.

BEATRICE NEDJAR, Assistant Accountant for LMI, joined the company directly after high school. She enjoys music and is an avid film enthusiast.

Continued on Page 4

Suresh Rajon Beatrice Nedjar
Yanick Robain Sylviane Morlot

Editorial Department

Chief Editor for LMI is PATRICIA POUPAERT. She holds degrees in Marketing Management, English, and Spanish, and has 10 years of experience in professional computer-related press. Her hobbies include sailing, horseback riding, and traveling.

JO COHEN, also a Chief Editor for LMI, holds an Engineering Degree in Electronics from the Institut National Polytechnique in Grenoble. Her professional career includes 12 years in the professional computer-related press. Jo enjoys traveling in third world countries, especially Asia. Her other hobbies include music, philosophy, archeology, and levitation.

JEAN-PIERRE CAHIER, Senior Editor for LMI, holds an engineering degree and previously worked for the bimonthly, "Minis and Micros." Along with his other responsibilities, Jean-Pierre animates the "Etudes" section of LMI.

JENNY DE MONTAIGNE joined LMI in 1981 as a journalist. She is presently the Senior Editor for software products. Previously Jenny worked for such electronics-based newspapers as "Electronique et Applications Industrielles" and "Inter Electronique." In her spare time she likes to keep fit with gymnastics, aerobics, tennis, and dancing.

GERARD BIDAL is a Senior Editor at LMI charge of industry news. Gerard was previously a chief editor for "Datafrance," a monthly magazine. He has a background in literature and data processing, acquired at the University of Lyon in France. He has gained considerable experience from the six years he spent as an engineer for Hewlett-Packard in Orsay, and then with "Electronic Actualites" as editor in factory automation and electronic subjects. He is interested in music, specifically the classical guitar.

Another Senior Editor is PHILIPPE JANIAUX, who is a data processing expert. He has been with LMI for one year, during which time he has done much reporting. He has also participated in large projects for the National Defense and Administration. Philippe enjoys wind surfing and classical music.

LAURE DRUAUX of LMI's Editorial Department joined the company after working for "Petit Matin du 18eme" as Production Secretary. When not hard at work on the LMI staff, Laure enjoys traveling.

Continued on Page 5

L to R: Laure Druaux, Jean-Pierre Cahier, Philippe Janiaux, F.X. Chaussonniere, Jenny de Montaigne, Gerard Bidal, Patricia Poupaert, Jo Cohen.

NICOLE ADDA is Production Manager for LMI. Her previous experience includes work for "Electronique Industrielle." She finds politics and social issues very interesting, and strives to stay up-to-date on current events.

Nicole Adda

SYLVIE HERIARD DUBREUIL, a Senior Editor for LMI, started as a journalist in 1976. After five years at a monthly magazine called "Informatique et Gestion," she joined LMI as the head of the section entitled "Carrieres et Formations."

Sylvie Heriard Dubreuil

More News...

Briefing Sessions

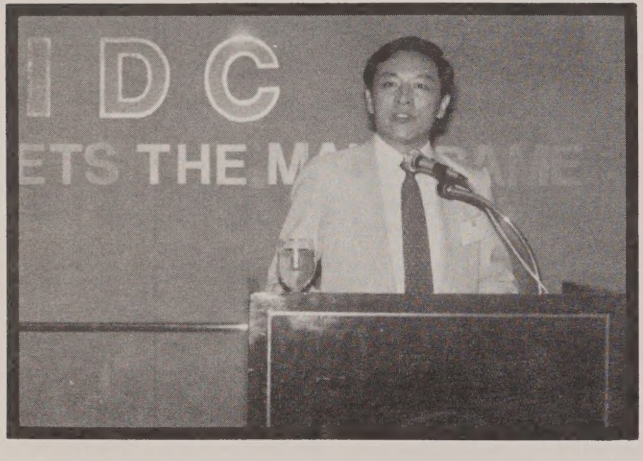
From Page 1

tween IDC Australia and the National Computer Board of Singapore. The day was certainly a rousing success, attracting over 115 attendees.

The final 1984 Session was held in Hong Kong on July 4th, marking the 13th country and 21st city in which this year's seminars were presented -- just one indication of how "international" IDC has become. Over 70 attendees, including vendors and users of IBM, NCR, and Honeywell among others, were present for this full-day seminar. In the Pacific region, the sessions attracted an impressive 640 attendees.

As IDC's Director of Australian and Southeast Asian Operations, Len Rust was especially pleased with the response to IDC's first offerings in these new but rapidly emerging markets. "Next year, we hope to expand our presence in these markets and provide more data and analysis on the Southeast Asia region," commented Len. Plans are already in progress for 1985 which will allow IDC to exceed this year's record.

Congratulations to all who participated and survived the grueling pace of the Briefing Sessions extended tour!



SAIMAN HUI, Managing Director for IDC (Asia) Hong Kong, welcomes the attendees to the first Information Industry Briefing Session in Hong Kong.

IDC Offers Special Reports

The IDC Publications Department has announced seven new special reports for 1984. These reports take an in-depth look at the most critical issues in the office automation, data processing, and telecommunications industries, and provide hard data that give clues for their future performance.

IBM: Sustaining the Boom provides a look at IBM; now in the driver's seat, will they set the pace for the industry?

Management of Multi-Vendor Networks shows that it can be done, but questions if it is the best solution to office automation problems.

PC Networks in Large Organizations discusses the necessity of PCs for knowledgeable workers' desks, and describes what the "excellent companies" and other organizations are doing with them.

Bypass User Case Studies takes a look at the real world experiences of tested communications veterans.

PC Training Issues for Managers and Professionals profiles 29 PC training suppliers, from computer vendors to third party training companies to video and diskette makers.

The Japan Data Book is a wealth of impossible-to-find data about our favorite technology ally cum competitor.

The Computer Industry Review and Forecast is a report that no one concerned with the computer industry dares live without.

People

A special mention and many thanks to JUDE GOLDMAN of CWCI for her dedication and fine work on the NCC Daily!. During the NCC week, Jude, as Print Media Coordinator, spent long hours well into the night doing press

Continued on Page 7

run checks and did much of the leg work that was involved in producing the daily newspaper. Congratulations on a job well done, Jude!

Congratulations to IDCers JANICE ANTONELLIS and RALPH FINOS who have officially announced their engagement. Janice, Research Manager with IDC's SASI program, and Ralph, a consultant in IDC's Consulting Group, plan to wed on September 22, 1984, and honeymoon in Maine for one week. Warm wishes to both of you for a long and happy marriage!

CHARLOTTE ZIEMS, staffer in the Computerworld Copy Desk group, is planning to bicycle 191 miles in two days to support the Jimmy Fund, an organization pursuing the cure for cancer in small children. The ride is called the "Pan-Massachusetts Challenge," and begins in Old Sturbridge Village on September 8th, ending in Provincetown on September 9th. Those interested in making a donation to this worthy cause may contact Charlotte at CWCI, (617) 879-0700, x338. Good luck, Charlotte!

IT'S A BOY! Hearty congratulations to IAN MCLEAN, CWCI's Hong Kong Bureau Chief for The Asian Computerworld, and his wife, Belinda, on the birth of their son, Christopher Russell McLean. Christopher, born on August 8th at Matilda Hospital in Hong Kong, weighed in at 7 pounds 12 ounces. The Asian Computerworld reports that both mother and son are doing well. Best wishes to the proud parents on their new bundle of joy!

Congratulations to JILL DONDEL of Micro MarketWorld's Irvine sales office on her marriage to Mark Stevens. The wedding was held in Newport Beach, California. Jill and Mark spent their honeymoon in the islands of Hawaii enjoying the sunshine and warm waters. Congratulations to both of you, and best wishes for a happy and healthy future together!

Promotions

IDG recently announced the promotion of FRANK SMITH to the position of Corporate Credit Manager. In his new position Frank will be responsible for the design, development, implementation, and administration of the majority of IDG's credit and collection policies and procedures. Frank joined IDG in 1981 as Assistant Credit Manager and served as the Credit Analyst for IDC and Micro MarketWorld. Congratulations on your appointment, Frank, and best wishes for success in your new position!

Congratulations to MARJORIE STERN who was recently promoted to Marketing Assistant for CWCI's International Marketing Services. Reporting to the General Manager of IMS, Marjie will be responsible for sending information to potential clients, updating mailing lists, and coordinating mailings for each publication, as well as special mailings, telephone sales calls to potential advertisers, and maintaining files on ad campaigns. Marjie joined IMS in October, 1983 as Marketing Clerk. Best wishes to you in your new position, Marjie!

SHERYL MERCHANT of CWCI's IMS Department was recently promoted to Advertising Coordinator. Her main responsibilities will now include the coordination of all outgoing U.S. advertisements to foreign publications and the

Continued on Page 8

maintenance of close client contacts. Sheryl will also be responsible for updating or creating new rate cards for all foreign publications. Congratulations on your achievements, Sheryl!

Congratulations are due to CHARLES ROBBINS for his promotion to the position of Director of Communication Services at IDC. Charlie's background in engineering, marketing and business planning has led to his new position where he is responsible for the planning and coordination of IDC's services in all aspects of communication research. He is also involved in custom consulting, serving as a consultant to IDC's Consulting Division. Charlie was previously Director of IDC's Communication OA Group. Best wishes for continued success, Charlie!

New Employees

IDC would like to welcome CAROL MILLER, Production Services Assistant in the Production Department. In this position Carol is kept busy with copy editing reports, memos, bulletins and a variety of general production duties. Her previous experience includes working for a small Natick ad agency, and teaching junior and high school English. Originally from Minnesota, Carol now resides in Holliston with her husband, son, and daughter. She enjoys cross country skiing in the winter, and fishing and golf in the warmer weather. Best of luck, and welcome to IDC, Carol!

PC World extends a warm welcome to JOANNE CLAPP, Assistant Editor in PCW's Book Department. Prior to joining PC World, Joanne did some free-lance editing and word processing. She holds a B.S. in Human Development from the University of Massachusetts at Amherst, and in her spare time enjoys weaving, reading, traveling, and exploring San Francisco and the Bay Area. Welcome aboard, Joanne!

A new member of IDC's MicroGuide Client Services Department is STEVE BOSLEY. Steve supports approximately 30 clients on a continual basis for both the MicroGuide and Focus publications. Prior to joining IDC Steve was employed for two years by a computer retail franchise company. A 1980 graduate of Colby College, Steve was a Government major but later stumbled upon computers "by accident." Steve resides in Brookline and enjoys sailing and running. Welcome aboard and best wishes to you at IDC!

New to PC World is PURVIS JAMES (P.J.) BOATWRIGHT, III, Account Manager for the Mid-Atlantic Region. .PJ.'s responsibilities include advertising sales, and he states, "I'm really excited about PC World. It takes a lot to get someone to leave a blue chip company like McGraw-Hill, but PC World is on the verge of becoming the IBM-PC magazine. I caught a good wave." Formerly District Manager of Popular Computing magazine, P.J. holds a B.A. from the University of Virginia, and lives in Philadelphia with his wife. In his leisure time he enjoys golf and politics. We know you'll be happy in your new position, P.J., and we extend best wishes for your success.

Anniversaries

One-Year Anniversaries

Geoffrey Dodge, CWCI
Robert Hoskins, PCI
Arline DeJoseph, PCI

Two-Year Anniversary

Richard LePage, CWCI

Three-Year Anniversary

Raymond Corbin, CWCI

Four-Year Anniversary

Susan Blakeney, CWCI

Six-Year Anniversary

Nancy Schultz, CWCI

Seven-Year Anniversary

Katherine Doyle, CWCI

Etcetera

As of August 10th, IDC Asia Ltd. will be changing its address. The new offices are located at:

IDC Asia Ltd.
903 Citicorp Center
18 Whitfield Road,
Causeway Bay
Hong Kong

Tel. 5-712110
TLX. 85513 (IDCL HX)

Fitness Focus

A Menu to Increase WILLPOWER

Like most dieters, an exercise or weight-loss program is usually started with enthusiasm that seems to disappear after a while. The contract you made with yourself to become more fit or slender seems to weaken for one reason or another. But like most dieters, the most popular reason is, "If only I had more willpower!"

While diet menus tell you what to put into your body, no menu exists to tell you what to put into your mind. Here is a menu filled with positive thoughts to increase your willpower.

Behaviors

I shop from a grocery list
I take small bites
I take smaller portions
I order a la carte
I enjoy healthy activities such as exercise

Thoughts

I have a good time without food
I control the food I eat
I am numb to fattening foods
Exercise decreases my appetite and increases my energy level

Images

I see myself as thinner
I see myself as being physically fit
I see fattening food disappearing

Classified

SECRETARY

CW/IMS has a position available for a Secretary to be responsible for all general office duties on a day-to-day basis. Duties and responsibilities will include transmitting messages via the electronic mail system to all the CWCI international managers; computing specific monthly and quarterly reports; preparing international media kits for potential clients and keeping an inventory of all rate cards; assisting the general manager, marketing coordinator, and marketing assistant when deemed necessary; making telephone sales calls and reporting results to the general manager; and coordinating all meetings and travel schedules for department staff. For more information or to apply, please contact Diana La Muraglia of CW/IMS at 375 Cochituate Road, Framingham, MA 01701, or call (617) 879-0700, x319.

BOOKKEEPING DEPARTMENT ASSISTANT

International Data Group has an opening within the Bookkeeping Department. IDG is looking for a person with at least one year of experience in the areas of accounts payable, accounts receivable, sales, and other miscellaneous office duties. Interested candidates should forward their resume to Debbie Sobin, IDG, P.O. Box 1450, Framingham, MA 01701. No phone calls, please.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C /Famosi.

ACCOUNT COORDINATOR/DIRECT MARKETING

CWCI's in-house direct marketing agency is looking for an Account Coordinator to manage direct marketing campaigns, including mail and advertising, from start to finish. Candidates should have experience in all phases of direct marketing, including list research, merge/purge, and supervision of creative through production and lettershop. To qualify, you should have three to five years experience in direct marketing and an excellent ability to work well with a variety of clients. To apply, send your resume or a detailed letter, including salary requirements, to Gail Odeneal, CWCI, 375 Cochituate Road, Framingham, MA 01701.

ADVERTISING ASSISTANT

no. sined

CWCI is seeking an Advertising Assistant to assist the International Marketing Services West Coast Sales Manager. Duties and responsibilities of the Advertising Assistant will be to maintain active client lists, answer telephones, make telephone sales calls, send appropriate information to potential clients, oversee advertising material from West Coast clients, and coordinate all advertising placements to appropriate foreign offices. Requirements for this position include office experience, light typing, and a high school education. For more information or to apply, please contact Diana La Muraglia, CW/IMS, 375 Cochituate Road, Framingham, MA 01701, (617) 879- 0700, x319.

SENIOR EDITOR/NEWS

InfoWorld has an opening in its Menlo Park office for a Senior Editor/News. Qualifications include experience in writing and editing news on deadline, as well as directing reporters. Daily newspaper or newsweekly magazine experience as a supervisor is desirable. Familiarity with the microcomputer industry is mandatory. Please contact Sandy Reed of InfoWorld at 1060 Marsh Road, Suite C-200, Menlo Park, CA, 94025, (415) 328-4602.

FOR SALE

1984 Renault Encore, hatchback, 4 speed standard transmission, 4 cyl., only 14,000 miles, AM/FM, front wheel drive, excellent condition. Must sell, $5,000. Contact Lynn McGalliard at CWCI, (617) 879-0700, X417.

FOR SALE

1974 Porsche 914, 1.8 liter engine. Shiny white exterior, plush black interior, 5 speed, alloy wheels. Body in excellent condition, but some underbody rust, new exhaust system, needs some engine work. Asking $3,200. Call Vickie Bagley of IDG at (617) 875-5000, x434, or evenings at 872-6111.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE? IDG Update Classified Ads are run free of charge for employees of International Data Group. To place your advertisement, please return this coupon (or facsimile) to Carol Famosi, Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through interoffice mail.

Your Name: ______________________________

Company: ______________________________

Telephone: (   ) ______________________________

Text: ______________________________

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INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

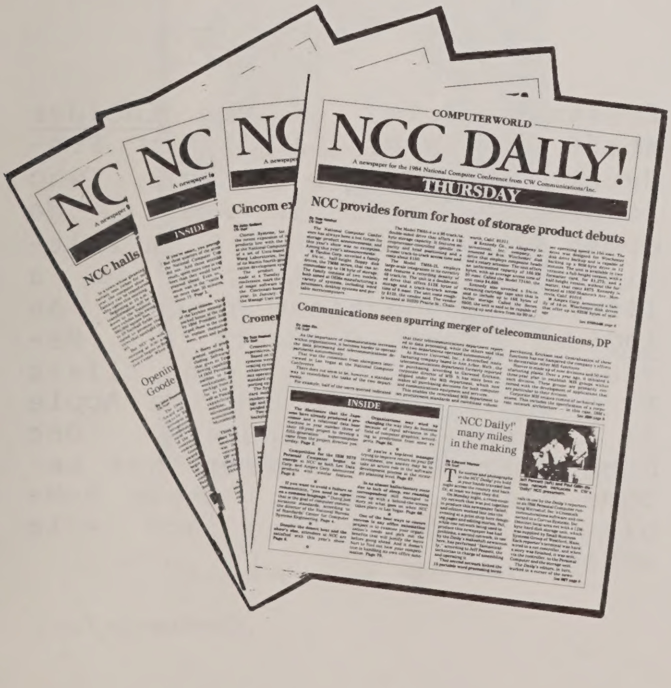
IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 28 July 30, 1984

The NCC Daily! A Job Well Done

The National Computer Conference (NCC) was held July 9-11 in Las Vegas, Nevada and, as usual, the tens of thousands of spectators and participants descended upon the city, eager to get a look at the "fruits" of technological change in the computer industry. It was reported that 702 exhibitors were present to promote the products and services prevalent in the industry today. And you can guarantee that CW Communications was in the forefront of it all.



COMPUTERWORLD

NCC DAILY!

A newspaper for the 1984 National Computer Conference from CW Communications/Inc.

THURSDAY

NCC provides forum for host of storage product debuts

Communications seen spurring merger of telecommunications, DP

INSIDE

'NCC Daily!' many miles in the making

The NCC Daily!, published by the editorial group of CW Communications, appeared without fail with four daily issues, with each issue boasting a total page count of 72, considerably more than last year's 48 pages.

Some 17 reporters and five editors from the Computerworld editorial staff worked in the CW pressroom located in the Las Vegas Convention Center. The news section of the July 23 weekly issue as well as the NCC Daily! emanated from that room.

Continued on Page 5

The CIMS Report Arrives

IDC's Publication Department recently announced the launching of an information-packed newsletter that addresses one of the most competitive new technology markets around -- computer integrated manufacturing.

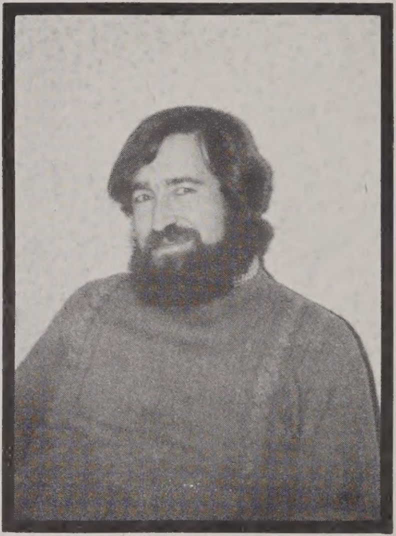
The CIMS Report, a monthly look at computer integrated manufacturing, provides up-to-the-minute analysis of developments in the exploding field of manufacturing and design automation. Coverage includes market data, competitive analysis, and probing personal interviews with

Continued on Page 5

Spotlight

inCider Editorial Dept.

inCider magazine has recently undergone a refocus in the editorial content and the design of the magazine. The magazine began publication in January, 1983 as a hobbyist magazine dedicated to the coverage of Apple computers. Early in 1984 it was recognized that the people buying computers in 1984 do not consider themselves hobbyists, and that they look upon computers as tools. In order to meet the needs of a large and growing segment of the Apple market, inCider redirected its editorial focus and has become a consumer oriented magazine. To reflect the tighter focus of the magazine, it has been rechristened inCider: The Apple II Journal. It will direct much of its editorial coverage towards the new Apple IIc, which is specifically designed as a home computer. This ties in well with the decision to refocus inCider as a consumer publication.


Paul Quinn

PAUL QUINN, Editor-in-Chief, joined the inCider staff in early 1983 as Senior Editor. He was named to his current position in mid-April of this year. As head of the editorial team, Paul's primary goal is the successful implementation of the repositioning program devised early this spring. Paul began his journalism career 11 years ago working on weekly newspapers. Paul joined CW Communications/Peterborough in 1980 as Managing Editor of Selling Micros, a trade journal formerly published by CW/P. A resident of nearby Temple, New Hampshire, Paul is involved with local government and is currently serving his second term as Chairman of the Temple Board of Adjustment.

Freshman member of the inCider staff is KERRY LANZ, New Products and Review Editor, who joined the team in April. He comes to Peterborough from Fairfield, Connecticut and is a lifelong Connecticut Yankee. As inCider's New Products and Review Editor, Kerry specializes in games available for the Apple II family of computers. One hobby, adventure gaming, has become his profession. Other hobbies include skiing and silk screening.

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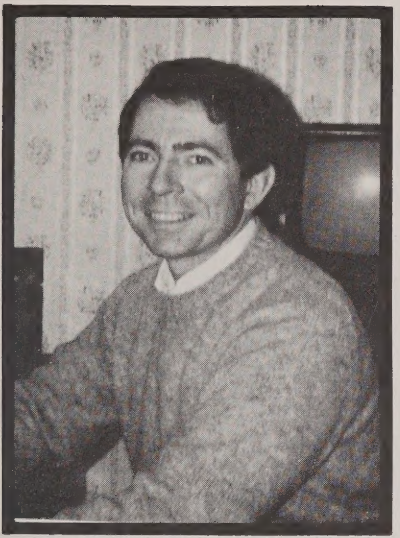
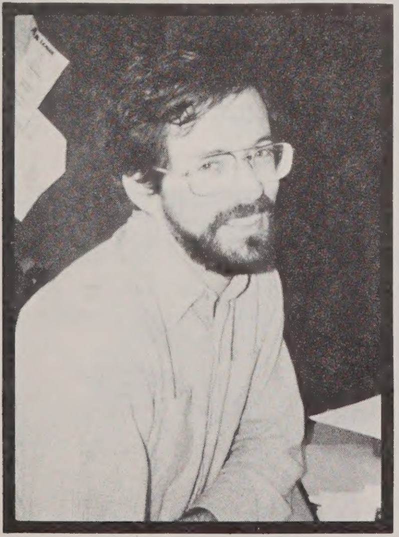


Kerry Lanz

BOB RYAN, Technical Editor, joined the staff in August of 1983. Bob ensures the correctness of the programs published in the magazine and helps out in manuscript acquisition. Bob graduated from Clark University after majoring in "Undecided." He collects bad puns and good Chinese restaurants, and suffers from a terminal case of wanderlust.



Bob Ryan

Managing Editor of inCider is PEG LEPAGE. She is responsible for the smooth flow of manuscripts and acts as liaison with the Production Department. Peg joined CW Communications/Peterborough in July, 1982 as a proofreader, and transferred to the inCider Editorial Department in November of 1982. Peg lives with her teenage son and four felines on a hill overlooking Mount Monadnock.

Peg LePage

Joan Witham

Continued on Page 4

From Page 3

JOAN WITHAM is the Education Editor for inCider. Joan's primary responsibility is soliciting educational reviews for the Review section. She is also responsible for keeping the database on articles up-to-date, and handles correspondence to authors. In her spare time she runs a program on Saturdays for gifted and talented children that offers enrichment classes and computer classes. Before coming to inCider she worked at both SoftSide and Micro magazine, after teaching 11 years in the public schools.

Melody Bedell

The Copy Editor for the magazine, MELODY BEDELL, began working for CW/P in March, 1982 as a typesetter. In May, 1983 she moved over to the Instant Software Division as a documentation writer. She joined the inCider staff in November, 1983. As Copy Editor, Melody edits all incoming manuscripts, corresponds with the authors, and helps get the magazine ready for the printer every month. Melody is a classical clarinet player and plays in the Monadnock Orchestra and other local groups. She also enjoys classic cars, sewing, reading, and her cat, Io.

Cindy Carr

CINDY CARR, News Editor, began working for inCider in February, 1984 after moving to New Hampshire from Homer, New York. Her main responsibility is "The Cider Press" column, which features items of interest to Apple computer users. She received her BA in Mass Communication from St. Bonaventure University. A fan of old movies, Cindy also enjoys reading novels, baking, jazz bands, exploring shopping malls, summers in the Finger Lakes region, and her Kawasaki 90 trail bike.

inCider
The Apple II Journal
Why You Need a Modem—Now
• How to buy one
• Where to buy one
• What to do with one

More News...

The NCC Daily!

From Page 1

So while Managing Editor BILL LABERIS concentrated on editing for the weekly issue, Executive Editor RITA SHOOR and Special Reports Editor DONOVAN WHITE worked elbow-to-elbow to edit the Daily! And through yeoman efforts, Design Editor MARJORIE MAGOWAN handled the layout for all four issues as well as the entire weekly issue of Computerworld.

"Cooperation from each individual is absolutely essential for success in the effort to produce the NCC Daily!," states Rita Shoor. "As usual, everyone came through beautifully."

The paper was produced via a Corvus Systems Omninet local-area network which linked the reporters' portable word processing terminals and micros to an IBM PC. Editors used three additional IBM PCs to edit the stories, which were then sent over phone lines to the copy editing staff at CW Communications in Framingham, MA.

Typesetting worked diligently, adding the necessary steps, and the pasted-up boards with the final versions of the stories were driven to the Christian Science Monitor facilities in Boston to be telefaxed back to the Monitor's West Coast office. The final step involved flying the film to the printer in Las Vegas in order to produce each day's issue for early morning delivery to the convention hotels by a distribution team headed by BOB WESTCOTT.

According to JEFF PENNETT, Computer Maintenance Supervisor, "The Corvus network performed fantastically." However, there was a scare on Monday night when the Monitor's telefax system went down. An emergency team headed by Computerworld Editor JOHN WHITMARSH and Production Editor PETER HOLM worked at the Las Vegas printer to produce the pages that had failed to come west. MARLENE STIBAL, Production Manager, worked with this group throughout the night from the Framingham office, and the Daily! met its deadline by Tuesday morning.

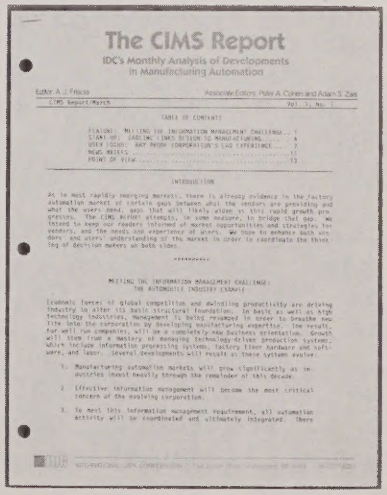
Congratulations to all the dedicated staff on your diligent efforts which contributed to a successful NCC week!

The CIMS Report

From Page 1

manufacturers and cutting-edge users in large and small companies. The CIMS Report examines flexible production systems (robotics), industrial control systems (CNC, DNC, programmable controllers), manufacturing information systems (MRP, the hardware market), and CAD/CAM systems.

Continued



The CIMS Report

IDC's Monthly Analysis of Developments in Manufacturing Automation

Editor: A. J. Frisco — Associate Editors: Peter A. Cohen and Adam S. Zais

CIMS Report/March — Vol. 1, No. 1

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INTRODUCTION

As in most rapidly emerging markets, there is already evidence in the factory automation market of certain gaps between what the vendors are providing and what the users need, gaps that will likely widen as this rapid growth progresses. The CIMS REPORT attempts, in some measure, to bridge that gap. We intend to keep our readers informed of market opportunities and strategies for vendors, and the needs and experience of users. We hope to enhance both vendors' and users' understanding of the market in order to coordinate the thinking of decision makers on both sides.

****

MEETING THE INFORMATION MANAGEMENT CHALLENGE:
THE AUTOMOBILE INDUSTRY EXAMPLE

Economic forces of global competition and dwindling productivity are driving industry to alter its basic structural foundation. In basic as well as high technology industries, management is being revamped in order to breathe new life into the corporation by developing manufacturing expertise. The result, for well run companies, will be a completely new business orientation. Growth will stem from a mastery of managing technology-driven production systems, which include information processing systems, factory floor hardware and software, and labor. Several developments will result as these systems evolve:

1. Manufacturing automation markets will grow significantly as industries invest heavily through the remainder of this decade.
2. Effective information management will become the most critical concern of the evolving corporation.
3. To meet this information management requirement, all automation activity will be coordinated and ultimately integrated. There

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TONY FRISCIA serves as Program Manager and Editor for The CIMS Report. According to MOLLY UPTON, IDC's Director of Publications, "IDC was stampeded with new clients desperate for its perspective on the industrial automation marketplace." Until the fall season, IDC is offering introductory free subscriptions to The CIMS Report to industry leaders, with the chance to subscribe at the charter rate.

inCider Telecomm Report

In its August 1984 issue, inCider: The Apple II Journal will feature a special report on telecommunications and, in particular, Apple II-compatible modems. According to inCider's Editor-in-Chief, PAUL QUINN, "inCider's research reveals that telecommunications is truly an awakening giant within the Apple II community. We know that many of our readers are ready to get on-line, but are still casting about for objective pre-purchase guidance."

inCider's August 1984 issue will supply users with all of the information necessary to decision making, including a complete listing of modems available for the Apple II and what can be done with the various units.

Technical Editor BOB RYAN provides an interesting article, entitled "Don't Hang Up," which examines the many new developments in telecomputing. Other articles in this special report include a first-hand look at the trials and tribulations of the first-time modem buyer, a detailed explanation of what to look for in a modem so as to satisfy personal expectations and requirements, and a comprehensive review of a new modem/-communications software package from Apple Computer, as well as a directory of 90 modems and 40 manufacturers.

People

Congratulations to ANDY ROBBINS, Account Executive for IDC's Washington Division, and his wife, Roberta, on the birth of their daughter, Lindsay Brooke. Lindsay was born on July 14th, weighing 7 lbs. and measuring 20 inches. Best wishes to all of you for a happy, healthy family life!

Congratulations to SUZI POORE, Production Artist for InfoWorld, and Kurt Klein, Production Manager for Communication Arts magazine, on their recent marriage. On July 16th the couple eloped to Lake Tahoe, Nevada and were wed at The Church of the Ponderosa, made famous on the television show, "Bonanza." Congratulations, Suzi and Kurt, and best wishes for a happy and healthy future!

Congratulations are also in order for DAVID COMPEAU, who is a member of the mailroom at InfoWorld. He and his wife, Cathy, were married on June 30th at the Chapel of Four Seasons in Santa Cruz, California. The couple spent their honeymoon touring the scenic coast of California. Congratulations, David and Cathy, and best wishes for a happy future together!

Celebrating their one-month wedding anniversary are CAROL RANALLI, Editorial Researcher at InfoWorld, and John Marotta, N.E. Regional Education Director for the Amdahl Corporation. The couple was wed in Connecticut on June 30th and after the intensity of planning a wedding long distance, they decided Puerto Vallarta was the place to honeymoon and relax after the flurry of wedding activities. Congratulations, Carol and John, and happy one-month anniversary!

Promotions

IDC is pleased to announce the promotion of KATE WHITTEMORE to the position of Manager of Administrative Services Support. In her new position Kate will be analyzing and programming for the computer, and performing many computer functions for IDC as a whole. Kate has been developing on-line batch computer applications for the bookings and revenue systems since she joined IDC last year. Congratulations, Kate, and best wishes for continued success with IDC!

New Employees

CWCI's Paramus Sales Office welcomes DIANE DORSKI to their New Jersey staff. As Sales Secretary, she handles all incoming and outgoing correspondence, office supplies, and word processing functions. Diane enjoys travelling, meeting new people, and keeping fit with aerobics, jazz, calisthenics, swimming, skiing, tennis, racquetball, and dancing. Welcome to CWCI, Diane!

A welcome new member of IDC's Research Department is MIKE D'ONOFRIO. As Promotion Writer/Editor, Mike's main responsibilities are to write promotional material for IDC's newsletters and outside publications, and to assist in various aspects of report production. A Barnstable resident, Mike was previously a Senior Reporter and photographer for the Cape Cod News in Hyannis. Welcome, Mike, and good luck in your new position!

A new face at CWCI is MAUREEN SEBASTIAN, District Manager of On Communications. In this position she will be responsible for all accounts in the entire northern region. Maureen brings to CWCI a wealth of knowledge and experience. Previously Maureen worked for Penwell Publishing Company where she was a sales representative for Telecommunications Products & Technology. Prior to her time on TP&T, Maureen sold space on Computer Design, another Penwell publication. Welcome aboard, Maureen!

IDC's Professional Services Group announced the appointment of HANK JANSON to the position of Director-Information Systems Services. In this position Hank will work closely with IDC's user program to assist in a broad range of research and client service activities. He previously held management positions in product marketing with BGS Systems and Cullinet Software. Hank also has five years of sales and marketing experience with IBM large systems, and began his career with IBM's Components Division where he held management positions relative to engineering documentation. Hank, an MBA graduate from Stanford in 1966, holds an undergraduate degree in Engineering

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from the University of New Brunswick. Welcome to the IDC team, Hank!

Welcome to WALTER FRIESENDORF, WGE's new Senior Market Research Analyst. In this position Walter will be responsible for researching market viability of proposed new magazines for WGE's publishing division. Prior to joining WGE he served as a national sales manager for a Nashua, New Hampshire company manufacturing computer controlled printing equipment. Walter's interests include the Photographic Historical Society of New England and archeology. Welcome to WGE, Walter!

Anniversaries

One-Year Anniversaries

Patricia Collins, CWCI
Delphia Hunter-White, LR
Carole Lerner, IDC
Rhonda Young, PCI

Two-Year Anniversaries

Jude Goldman, CWCI
Charlie Robbins, IDC

Three-Year Anniversary

Pam Gendreau, IDC

Five-Year Anniversaries

Phillip Hirsch, CWCI
Ed Marecki, CWCI

Fitness Focus

Easy Living
(Hints on Handling Stress)

Exercise can help ease stress. If upset, take a brisk walk or weed the grass.

All work and no play isn't the way! There should be a happy balance between work and play.

Share your problems. It helps to talk to a trusted friend.

You just can't always change things! We should sometimes accept things and just relax.

Let your doctor decide if you need medicine. Deciding for yourself can be dangerous.

It's good to take things as they come; doing all at once can be frustrating.

Very often if you do something kind for someone, it makes you feel good about yourself.

Insisting that you are right isn't always right!

Not enough sleep and rest can make stress worse.

Get involved! Don't sit around feeling bored, alone, or sorry for yourself.

Continued on Page 9

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Remember, stress is something we live with daily. Stress is, in fact, a part of life, and it can be a GOOD thing too, if you use it in a positive way. It can also make life more interesting for you.

Etcetera

The IDG Personnel Department has a small amount of complimentary discount coupons to Benson's Wild Animal Farm, good for $1 and $2 off the regular admission price. Benson's is fun for all ages and is located on Route 111, Hudson, New Hampshire. Coupons valid through October 30, 1984. To obtain coupons contact Judy Spavold at IDG, (617) 875-5000, x406; or Nancy Shannon at CWCI, (617) 879-0700, x304.

Classified

ASSISTANT MANAGING EDITOR

Computerworld has an opening in the busy Editorial Department for an Assistant Managing Editor. This is a highly visible management position with multiple responsibilities. Primary responsibilities of this position are: to develop the editorial content and focus of Computerworld each week in conjunction with and at the direction of the Managing Editor; to work closely with senior editors and to supervise senior writers, staff writers, and correspondents in terms of suggesting news story ideas and assignments, deadline setting, and work scheduling; and to oversee the smooth and timely production of the news section of the publication at the direction of the Managing Editor and in conjunction with the Design Editor, Features Editor, and Chief Copy Editor. To qualify for this position candidates should have heavy editorial management experience and a commitment to editorial excellence, strong news instinct, sound business judgement, proven reporting skills and/or polished editing experience, and strong interpersonal skills to function harmoniously under pressure with all members of the Editorial Department. To apply, resumes and samples should be submitted to Rita Shoor, Executive Editor, Computerworld, 375 Cochituate Road, Framingham, MA 01701.

ASSISTANT SPECIAL REPORTS EDITOR

Computerworld has an opening in the Editorial Department for an Assistant Special Reports Editor to support the Special Reports Editor in the preparation of ten Special Reports a year, as well as to act as a backup to the Design Editor and serve as the chief archivist for Nexis. Responsibilities of this position include: follow-up with authors who contribute to the reports; editing articles, application stories, and tutorial; writing headlines and checking page proofs; working with the Art Department on graphic concepts, with the Production Department on layout, and with the Copy Desk to assure the smooth and timely shipment of pages. In addition, the Assistant Special Reports Editor will: learn the principles of Computerworld page design and substitute for the Design Editor and the Special Reports Editor in their absence; and prepare, audit, and deliver to Nexis each week a magnetic tape of each issue of Computerworld. To qualify, candidates should have demonstrated polished editing skills under the pressure of tight deadlines. Familiarity with computer technology and trends is a plus. A college degree with concentration in English is preferred. To apply, send resumes to Donovan Whitel, Special Reports Editor, Computerworld, 375 Cochituate Road, Framingham, MA 01701.

SALES ADMINISTRATIVE ASSISTANT

PC World Communications, Inc. is looking for an assistant for the PC World regional manager and CW sales staff in the Newtonville office. The applicant must have good typing skills, be able to use a dictaphone, and possess a good telephone manner. Word processing experience also required. Applicant must be able to adapt to changing work situations and function effectively in a fastpaced environment, and to work under pressure of advertising deadlines. To apply, contact Alice Longley at CWCI, (617) 879-0700, x442.

FOR SALE

1982 Dodge Aries. 4 speed, 4 cylinder. High mileage, but otherwise excellent condition. $4,000. Also, 1972 Chevy -- perfect mechanically; body needs work. Best offer. Contact Laura Valanzola at IDG, (617) 875-5000, x437.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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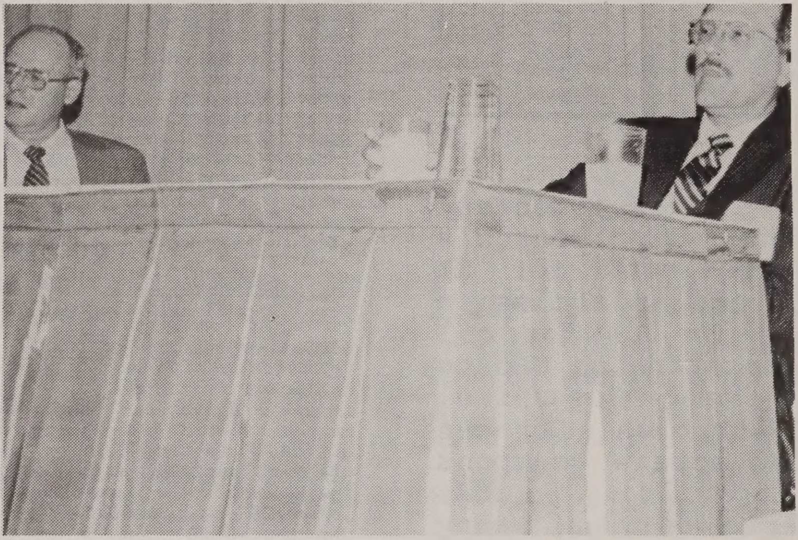
CAN YOU DO BETTER THAN THIS? SURE YOU CAN!!!



THE IDG PHOTO CONTEST: A CALL FOR ENTRIES

Attention IDG's amateur and semi-professional shutterbugs, here is the contest you've all been waiting for. Beginning June 1, 1984 and running through September 1, 1984, entries will be accepted for the first IDG Photography Contest.

Unlike most photo contests, this event will crown 12 winners rather than one. The prize will be instant glory and fame as the 12 winning photos will be used to create the 1985 IDG calendar, a beautiful full-color creation that will be given out at this year's Christmas party. Each photo will be assigned to a month and the photographer will be given prominent credit below the photo thus ensuring that your work will live forever in posterity.

So get out the old photo album or dust off your camera and get to work. Here are the rules:

1) The contest is open to all IDG employees worldwide. We encourage entries from all employees whereever you may be. Entries from relatives and friends are not allowed.

2) Both color and black and white photos are eligible. Slides as well as prints are acceptable but negatives and contact sheets are not.

3) There is a limit of three entries per person.

4) This contest will have an open theme. That means you should enter your best photo regardless of subject matter. Photos may have been taken anytime during your natural life (or unnatural life where applicable).

5) Each photo should have your name, department, (country where applicable) and phone extension on the slide or photo. Also include a title for your photo (be clever and make one up). We will make every effort to return all photos to their rightful owners but we cannot be responsible for photos lost or damaged.

6) No entries will be accepted after Sept. 1 and winners will be announced sometime in October.

7) The contest will be judged by an impartial panel of judges. The panel will be announced in a future issue of UPDATE. Winners will be chosen for creativity, content and overall photographic quality.

8) All entries should be sent (carefully packaged) to Marina Bonacci, Production Dept., CWCI. Entries without names, depts. and phone extensions will not be accepted. Interoffice mail will be fine.

9) Any questions call Glenn Rifkin, CW OA x577.

GOOD LUCK!!!!

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

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Volume 14, Number 27 July 23, 1984

CWCI's International Family Grows & Grows & Grows . . .

The sleepy little town of Gmunden, Austria will probably never be the same since the 6th Annual International Manager's Meeting -- held there from June 11th through June 15th.

Attending the International Awards Dinner were (left to right): TOM KOTHMAN (InfoWorld), MARION KIBBEE, (CWCI/Framingham), DEBRA WETHERBEE (CWCI/Peterborough), LEE VIDMER (CWCI/Framingham), and Chairman PAT MCGOVERN

In attendance were CWCI Presidents/General Managers of Argentina, Australia, Brazil, Denmark, France, Germany, Japan, Mexico, Netherlands, Norway, Spain, Southeast Asia, Sweden, the United Kingdom, and the United States (CWCI, InfoWorld, PC World, and CWCI/Peterborough), for a total of 19 participants. Also present were IDGers PAT MCGOVERN, Chairman; BILL MURPHY, VP-Finance; TIM MCNEILL, VP Corporate Development; and IAN THALMESSINGER, European Controller. Guest speakers at the event were Ron Scott, on single copy sales, and John Bertsch, on recruitment advertising.

PAT MCGOVERN chats with ECKHARDT UTPADEL (CW/Germany).

Continued on Page 5

Spotlight

LINK Resources

LINK Resources, an IDC subsidiary founded in 1976, specializes in market research and consulting in the electronic services industry. LINK's Continuous Information Services help companies anticipate threats and opportunities in new electronic media technologies and markets. Each service offers a comprehensive package of ongoing reports, newsletters, conferences, and access to LINK's full-time staff of professional researchers and senior consultants.

Currently, LINK's four Continuous Information Service Programs are: Electronic Information Program (EIP) designed for organizations in electronic publishing, micro software, and on-line database industry; Videotex Planning Service (VPS) which provides in-depth coverage of the emerging worldwide videotex industry; New Electronic Media Program (NEM) which focuses on home markets for consumer electronics hardware and software; and New Communications Markets Program (NCM) which examines emerging trends and opportunities in new segments of the telecommunications marketplace.

President of LINK Resources is HAINES GAFFNER, concentrating on strategic and product planning, public relations, and client relations. DIANE GAMBLE serves as Vice President and General Manager of LINK, responsible for operating the company on a day-to-day basis. Haines and Diane go back a long way, both growing up in the State of Washington and graduating from the University of Washington in Seattle.

Haines Gaffner **Diane Gamble**

Back (L to R): Barbara Reilly, Carolyn Wilki, Kathy Dene, Kathy Heeney. Front (L to R): Laura Berland, Linda Dudley.

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From Page 2

LINK is proud of its hard-hitting sales force. CAROLYN WILKI, LAURA BERLAND, and BRIAN CONNOLLY are the three that roam the country preying on new prospects. Backing them up administratively are BARBARA REILLY and KATHY DENE. The new Direct Marketing Department, concentrating on selling through the mail and phone, benefits from the efforts of ELIZABETH BELENY, KATHY HEENEY, and LINDA DUDLEY. WAYNE BLOODWORTH is Production Director for LINK. He is the equivalent of LINK's MIS Manager, in addition to implementing the IDG Electronic Mail System for LINK.

Back (L to R): Brian Connolly, Elizabeth Beleny. Front: Wayne Bloodworth.

Requirements of a client service officer are in-depth knowledge of the subject covered by the program represented, and a "gift of gab." LINK's Client Services/Consulting professionals spend most of their time interfacing with clients at their offices, or on the telephone.

GARY OZANICH is Client Service Director for New Communications Markets, BERNELL WRIGHT handles Videotex Planning Service, and BOB NOVEMBER heads the Consulting Group. RONI LUBLINER provides the glue that holds the Client Service activities together as overall Client Administrator. PEGGY FISCHER is the link for LINK's Electronic Information Program.

Back (L to R): Robert November, Bernell Wright, Gary Ozanich. Front: Roni Lubliner.

Peggy Fischer

The Research Department is the intellectual team that produces research reports for eager clients. STEVE SIECK directs this group and maintains a specialty in electronic information. JONATHAN SHEER handles electronic information, MARK WINTHER handles cable television, ANDY BOSE specializes in personal

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From Page 3

computers, ARLENE ZEICHNER is a professional in the home video market, and MARTIN LANE is recognized worldwide as an expert in videotex systems. Research Assistant MARK DOYLE also serves as Editor of LINK's News Briefs, and MONICA STORDEUR assists in the library, ensuring that files are kept up to date and organized.

Back (L to R): Martin Lane, Steve Sieck, Mark Doyle, Arlene Zeichner, Jonathan Sheer. Front: (L to R): Mark Winther, Andy Bose, Monica Stordeur.

Back (L to R): William Reed, Marilyn Kahn, Robert Bartolotta. Front: Doug Cummings.

The Telephone Inquiry Department for LINK is the group that has the most frequent ongoing contact with clients. The phone rings, and this team scurries to get the answers. DOUG CUMMINGS directs the department, ably assisted by BILL REED and BOB BARTOLOTTA. MARILYN KAHN heads up the Library.

Keeping the office ticking are BRENDA MERRITT, handling the switchboard and a dozen other tasks; TRACEY EASTON, LINK's regular switchboard operator; and JAMES WARMACK, who mans the printing presses and supervises the stock room.

(L to R): Brenda Merritt, James Warmack, Tracey Easton.

FERN LIPSHITZ serves as Manager of LINK's Information Services supervising library activities, and also contributes to the Electronic Information Program (EIP). BARBARA WOJCIK acts as Librarian Assistant for LINK, where she handles the important task of keep the files current and in order.

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Fern Lipshitz **Barbara Wojcik**

More News...

CWCI's International Family Grows . . .

From Page 1

In addition to the five jam-packed days of meetings, there was a gala dinner in Salzburg and the very special Chairman's Awards Dinner held the last evening. The prize winners this year -- all cited for excellent achievements -- were:

- Total Excellence Award -- CW Publikationen/Germany -- ECKHARD UTPADEL
- Most Successful New Publication Launched -- Computerworld Argentina/Argentina -- RUBEN ARGENTO
- Best Annual Increase in Advertising Market Share -- Micro ComputerWelt/Germany -- ECKHARD UTPADEL
- Best Annual Increase in Paid Circulation Revenue -- Computerworld Danmark/Denmark -- PREBEN ENGELL
- Best Annual Increase in Advertising Revenue -- Le Monde Informatique/France -- AXEL LEBLOIS.

A hulahoop and jogging shoes for ALAN POWER (CW/Australia).

Incidentally, the awards were presented by a direct descendant of Kaiser Wilhelm, our Chairman Pat!

PAT bestows knighthood upon BENGT MARNFELDT (CW/Sweden).

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From Page 5

WALTER BOYD, President of CWCI, fears that all of Europe is now on the lookout for announcements concerning next year's meeting!

See below for IDG's "album" of memorable moments at the meeting.

AXEL LEBLOIS (CW/France) "knocks out the competition."

SHUJI MIZUGUCHI (CW/Japan) in awe of the "Kaiser."

An unsinkable boat to keep operations afloat is presented to RICHARD SMALL (CW/Mexico).

The crowd laughs along with PAT and ERIC HIPPEAU (CW/Brazil).

DAVID NAIDU (CW/Singapore) can add this gun to his collection to keep away any charging elephants.

CW COMMUNICATIONS/INC.

MARTIN DURHAM (CW/U.K.) receives an honorary shield, sword and helmet from PAT.

Special Report on Languages

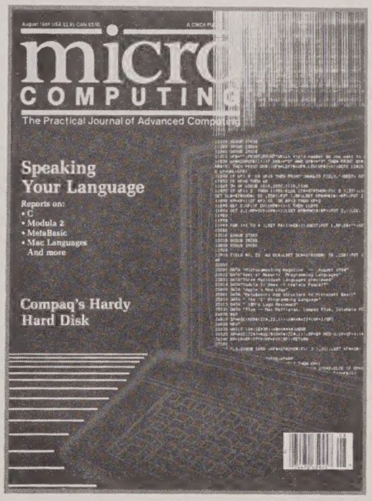
CWCI/Peterborough's August, 1984 issue of Microcomputing: The Practical Journal of Advanced Computing will feature a comprehensive six-article special report on computer languages.

"Modula-2: Son of Pascal?" investigates how Modula-2 takes the best of Pascal, eliminates its flaws, and offers some new concepts that improve performance. "C: Power and Elegance" examines this powerful, sophisticated, and complex language.

"MetaBasic: A Sense of Structure" explains how MetaBasic presents a structured approach to Basic programming. "The Multilingual Mac" explores three new language implementations for Apple Computer's Macintosh -- Macintosh Basic, Macintosh Pascal, and MacForth. "Log-on to IBM Logo" examines IBM's implementation of Logo, the popular turtle graphics language.

"Apple Logo II: A Learning Experience" explores Apple's new Logo and discusses how the language simplifies the task of designing sophisticated applications.

The August 1984 issue of Microcomputing will also present "Covering All the Databases," the conclusion of a three-part series on database management programs, and will contain all of the usual columns and departments, including "The Database Manager," "The Unix Pipeline," and "Connect Time."



People

DAVID ROUSE, Managing Director of IDC Scandinavia, recently made a two-hour presentation on "The IBM Personal Computer Market from a Consultant's Viewpoint" to an IBM European meeting at its Competitive Marketing Support Center. David also gave a presentation entitled "The Microcomputer in the Office Automation Environment" at the European launch of the ITTxtra Personal Computer in The Hague. Both of these presentations were very well received. Congratulations, David, on your fine contributions to the industry!

Promotions

Congratulations to JEFF DZIAMA on his appointment to the position of Sales Manager, Northeast Territory, at IDC. Jeff has been with the Eastern Region for more than 1-1/2 years, and has demonstrated excellent sales and marketing skills. Congratulations on your promotion, Jeff, and best wishes for your continued success at IDC!

CWCI/Peterborough recently announced the promotion of DEBORAH WALSH to Fulfillment Manager. In this position Debbie will be responsible for the efficient management of all subscriber services, and will act as liaison with the firm which handles subscription fulfillment for each of the CWCI/Peterborough seven titles. Prior to her recent promotion, Debbie served as Special Products Manager where she was responsible for the development of companion products to the magazines. Congratulations on your promotion, Debbie, and best wishes for your future success!

IDC Santa Monica recently announced the promotion of JILL CHANIN to the position of Office Manager/Sales Assistant at IDC's Santa Clara office. Prior to her recent promotion, Jill served as Sales Administrator/Secretary in IDC's Santa Monica office. In her new position Jill will be responsible for sales support, administration, and office management of the Santa Clara office. Congratulations, Jill, and best wishes for continued success!

Hearty congratulations to BONNIE WELSH on her recent promotion to Manager-Circulation Direct Marketing at CWCI/Peterborough. In this position Bonnie will be responsible for management of a staff of three direct marketing coordinators; solicitation of lists for promotional mailings; contracting and coordinating the services of merge houses, copy writers, designers, printers, and mailing houses for promotional mailings; and tracking and analyzing the results of each promotional effort. She previously served CWCI/Peterborough as List Manager/New Subscriptions Coordinator. Best wishes in your new position, Bonnie!

New Employees

A welcome new face at IDC's Santa Monica office is PHYLLIS HIGGINS, Secretary/Sales Administrator Assistant. In this position Phyllis will be responsible for sales support for the Southwest territory/Western region. Phyllis recently moved from Memphis, Tennessee where she was employed as a secretary/deputy clerk for the Shelby County Juvenile Court. Welcome to IDC, Phyllis!

CWCI's Newtonville staff extends a warm welcome to MICHELLE DANIELLO as Sales Secretary. Prior to joining CWCI, Michelle was an assistant in the Personnel Department at Prime Computer where she completed an internship program. Michelle also holds an Associate Degree from Aquinas Junior College. Welcome to CWCI, Michelle!

CWCI welcomes DAVE PETERSON to the Northern Regional Sales Staff in the Newtonville Sales Office. Prior to joining CWCI, Dave worked for two years at McGraw-Hill where he was District Manager on Coal Age and

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From Page 8

Engineering & Mining Journal. Dave and his wife will be relocating to the Boston area from Connecticut. Best wishes for your success at CWCI, Dave!

InfoWorld's advertising staff extends a hearty welcome to ROY KOPS, Advertising Representative. In his new position Roy will develop new business and maintain present contracts in the Silicon Valley region. Prior to joining InfoWorld, Roy worked for Frank Loverme where he sold advertising in 13 western states for such publications as Cuisine, Financial World, and National Lampoon. A Palo Alto resident, Roy enjoys softball, history, and music. Welcome aboard, Roy!

Anniversaries

One-Year Anniversaries

Elaine Carlos, CWCI
Becky Chappell, IDC
Christopher Donovan, IDC
John Rudsit, IDG

Fitness Focus

Fast Food Fast Calories

Many nutritionists will agree that eating a meal at a fast food establishment isn't all that bad if:

1) You have an understanding of the nutritional value of what you're eating so that you can make a better selection.

2) You think of fast food as a "treat" and not as something that you do too often.

With that in mind, the following information will help you stay in shape despite an occasional pitstop to your favorite fast food restaurant.

McDONALDS

FOOD	TOTAL CALORIES	FAT CALORIES	SODIUM (MG.)
Apple Pie	300	171	414
Big Mac	541	279	962
Cheeseburger	306	117	725
Cherry Pie	298	162	456
Chocolate Shake	364	91	329
Egg McMuffin	352	180	914
English Muffin (buttered)	186	54	466
Fillet O'Fish	402	207	709
French Fries	211	99	113
Hamburger	257	81	526
Hot Cakes (w/ butter, syrup)	472	81	1071
Cookies	294	99	330
Quarter Pounder	418	189	711
Quarter Pounder w/ cheese	518	261	1209
Sausage	184	153	464
Scrambled Eggs	162	108	207
Strawberry Shake	345	81	256
Vanilla Shake	323	72	250

BURGER KING

FOOD	TOTAL CALORIES	FAT CALORIES	SODIUM (MG.)
Cheeseburger	305	117	562
French Fries	214	90	5
Hamburger	252	81	401
Hot Dog	291	153	841
Shake	332	99	159
Whaler	486	414	735
Whopper	606	288	909

WENDY'S

FOOD	TOTAL CALORIES	FAT CALORIES	SODIUM (MG.)
Cheeseburger			
Single cheese	580	306	NA
Double cheese	800	432	NA
Triple cheese	1040	612	NA
Chili	230	72	NA
French Fries	330	144	NA
Frosty	390	144	NA
Hamburger			
Single	470	234	NA
Double	670	360	NA
Triple	850	612	NA

KENTUCKY FRIED CHICKEN

FOOD	TOTAL CALORIES	FAT CALORIES	SODIUM (MG)
Drumstick	136	70	NA
Breast	283	114	NA
Rib	241	135	NA
Thigh	276	163	NA
Wing	151	92	NA
9 Pieces Chicken	1892	1044	NA
Chicken Dinner (orig)	830	414	2285
Chicken Dinner (ex crispy)	950	436	1915

Classified

ACCOUNT MANAGER/DATA PROCESSING

IDC's Leasing Planning Service (LPS) has an opening for an Account Manager/Data Processing to maintain constant vigilance on the used computer marketplace; forecast residual values on data processing equipment; act as primary contact for LPS accounts; and analyze product announcements, pricing strategies, and industry rumors. The ideal candidate will possess 2-4 years relevant experience, knowledge of data processing or communications equipment, excellent analytical and writing skills and an aptitude for number crunching, and the ability to work well in high-pressure situations. Please send resume and salary history to Cathy Freeman, IDC, 5 Speen Street, Framingham, MA 01701.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

TELEMARKETING MANAGER

CWCI/Peterborough is searching for an experienced Direct Sales Telemarketing Manager to direct the sales efforts of their seven publications. Candidates must be well versed in program design, script development, and testing procedures. Administrative and budgeting skills are also necessary for this position. For further information and to arrange for an interview, please contact Denise La Sala of CWCI/P at (603) 924-9471, x105.

ADVERTISING STAFF

CWCI/Peterborough's Advertising Department currently has openings for two highly motivated individuals with accurate typing skills and an excellent phone manner. Candidates must also be highly organized, as this department must meet deadlines. For further information and to arrange for an interview, please contact Denise La Sala of CWCI/P at (603) 924-9471, x105.

COPY EDITOR

CWCI/Peterborough's Editorial Department is seeking an experienced Copy Editor for their national magazine, 80 Micro. Interested candidates should have a solid background in editing, as you will be responsible for editing technical material for a consumer audience. For further information and to arrange for an interview, please contact Denise La Sala of CWCI/P at (603) 924-9471, x105.

ASSISTANT EDITOR

The Editorial Department of 73 Magazine at CWCI/Peterborough is looking for an entry-level Assistant Editor. This is a challenging position for someone with an excellent command of the English language, and one who pays close attention to detail. For further information and to arrange for an interview, please contact Denise La Sala of CWCI/P at (603) 924-9471, x105.

INTERNATIONAL MARKETING SALESPERSON

Computerworld's International Marketing Services is seeking an experienced salesperson to represent 50 foreign publications in 25 countries around the world. The successful candidate will have knowledge of foreign markets as well as magazine and newspaper advertising sales. The position will be headquartered in Boston, and will require extensive travel throughout the East Coast. Candidates can apply by sending a descriptive letter of interest or resume in confidence to W. Walter Boyd, President, CWCI, 375 Cochituate Road, Framingham, MA 01701.

FOR SALE

1980 Chevy Citation. 2-door, silver with blue fabric interior, air conditioning, front-wheel drive, 4 cylinder engine, 4 speed manual transmission. Has 50,000 miles. $2,500. Call Anne Hadley of CWCI at (617) 879-0700, x386, or evenings at 244-7084.

FOR SALE

1974 Porsche 914, 1.8 liter engine. Shiny white exterior, plush black interior, 5 speed, alloy wheels. Body in excellent condition, but some underbody rust, new exhaust system, needs some engine work. Asking $3,200. Call Vickie Bagley of IDG at (617) 875-5000, x434, or evenings at 872-6111.

VERMONT HOME FOR SALE

A two-bedroom, year-round vacation ranch, wood and electric heat, deck overlooking trout stream, in Vermont. 114 acres of hiking, skiing, fishing, and hunting on property. Perfect, and only $79,900. Call Bill Sell of IDG at (617) 875-5000, x444.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 26 July 16, 1984

Happy 20th IDC!

Friday, June 29th, marked the date for an evening of celebration at the Sheraton Tara/Framingham in honor of IDC's 20th Anniversary, 1964-1984. Over 450 people attended the festivities which focused on the history of IDC, its products and, of course, its Chairman, PAT MCGOVERN.

The evening got off to a start with a beautifully decorated outdoor cocktail reception under the Sheraton Tara canopy. The entrance to the ballroom was a recreation of Chairman Pat McGovern's Grey House, where Pat and Lore McGovern greeted each guest.

Inside the ballroom the event started off with a fascinating slide show presentation prepared by AV World, delineating the memorable events that happened in 1964, followed by the history of IDC. Following dinner, a fun slide show depicted IDCers and guests indulging themselves at the cocktail party (a lesson to be learned -- you can never tell who's watching!).

PAT MCGOVERN enjoying a ride on his bio-cycle.

Other highlights of the party included a group of "break dancers" who put on a spectacular performance, and a Michael Jackson impersonator who sang and danced to the famous MJ hits, "Billy Jean" and "Beat It."

Peter Rowell, President of IDC, introduced our Chairman, PAT MCGOVERN, and presented him with a gift from the corporation, a "bio-cycle," in recognition of Pat's need to keep fit (a least for the next six years or $1 billion, whichever comes first!).

Continued on Page 3

IDC's 20th

(Photographs courtesy of AV World. Montage by Vickie Bagley, IDG)

Anniversary

Fitness Focus

Exercise Away Back Pain

Approximately 80% of all adults have experienced back pain at some point in their lives, and back complications are the leading cause of disabilities for those under 45 years of age.

The most commonly known prescription for preventing or eliminating back pain is exercise. One who is physically fit is less likely to develop severe back problems. Conversely, extra weight on one's body strains the back.

Any back exercise program should lean towards developing and maintaining the abdominal muscles, which help support the spine. Here is a helpful back exercise:

Partial Sit-Up -- While full sit-ups can strain the back, partial sit-ups will strengthen the abdominal muscles without back strain. Lie on the floor, knees bent, feet on the floor. Press the small of your back into the floor to eliminate any arch. Cross your arms in front of your chest and lift your head and shoulders a couple of times off the floor -- hold for a count of two and let it back down to the floor for two. Repeat this procedure several times per week until you can work up to 25 times in one sitting.

Other great forms of back exercise include walking, swimming, and bicycling.

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Classified

SENIOR WRITER

CWCI has an immediate opening for a Senior Writer in the Editorial Department. This position reports to the Editor. Responsibilities will include composition of at least two major articles for each issue of On Communications, including the generation of development of ideas followed by research necessary for competion of articles. The individual selected will also be responsible for assisting with the editing of copy and contributing pieces of shorter length to other departments within the company. Travel to conduct interviews and to attend major trade shows is a further requirement. To be considered for this position, candidates must have a Bachelor's Degree and professional journalism experience, or one year of writing about computer communications technology. Interested candidates should submit a resume and writing sample to Bruce Hoard, CWCI, 375 Cochituate Road, Framingham, MA 01701.

ACCOUNT MANAGER/COMMUNICATIONS

IDC's Leasing Planning Service (LPS) has an opening for an Account Manager/Communications to maintain constant vigilance on the used telecommunications/data communications equipment markets; analyze product announcements, pricing strategies, industry rumors; provide ongoing research in the above areas, write quarterly research memo and monthly newsletter; and to support IDC's client inquiry service in the communications area. The ideal candidate will possess 2-4 years relevant experience, knowledge of data processing or communications equipment, excellent analytical and writing skills and an aptitude for number crunching, and the ability to work well in high-pressure situations. Please send resume and salary history to Cathy Freeman, IDC, 5 Speen Street, Framingham, MA 01701.

From Page 1

Complimentary bottles of wine, with labels in the design of the Grey House, were given to each guest as a memento of the occasion.

A very special thanks to DOROTHY FERRITER of IDC who orchestrated the many details necessary to produce a gala celebration of this magnitude.

Break Dancers entertain guests with innovative and daring dance steps.

Praise and appreciation to LARRY BISHOP (IDC), SUSAN DAMIANO (IDG), JACK EDMONSTON (CWCI), HANK FLING (CWCI), BILL FORD (IDC), HENRY JACKSON (AV-W), JUDY KRAMER (IDC), TOM MONAHAN (CWCI), MIKE OLEY (AV-W), ALAN ROSS (AV-W), BILL SELL (IDG), VAJEH SHIRINIAN (AV-W), and BILL SNELL (AV-W) for their creative ideas, support, and many hours of dedicated effort to help ensure a very successful party.

Special mention also goes to ANN CLARK, TRACEY HAMED, LUCY SHEEHAN, JANET SPARRE, DIANE TESTA, MARY TRAYTE, AND PATTI WILLIAMS, all of IDC, for their fine help during registration.

Michael Jackson impersonator "thrills" the crowd.

More News...

First Micro Guide Report

The first of three reports for the MicroGuide collection, prepared for IDC Continuous Information Services clients, has been issued. Entitled "Targeting the Personal Computer User: Small Business," this report documents the personal computer revolution in U.S. business. The 68-page report examines both business and individual users within business and also looks at businesses that do not currently use PCs. This study will be conducted again in 1985, providing the opportunity to track this ever-changing market. The MicroGuide collection examines tactical issues in moving microcomputers and software and services through distribution channels to the end user; and pro-

Continued on Page 4

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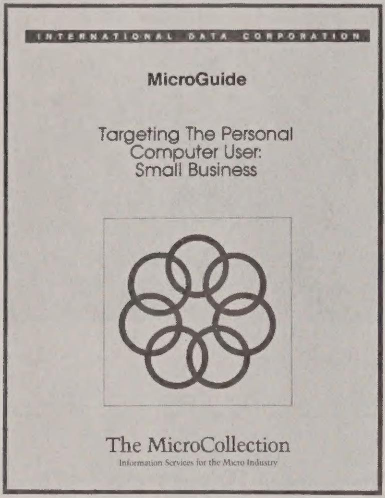
vides information on buying patterns and competitive analyses, advertising, target market selection, and distribution channel management.



INTERNATIONAL DATA CORPORATION

MicroGuide

Targeting The Personal
Computer User:
Small Business

The MicroCollection
Information Services for the Micro Industry

PCW Books Announced

PC World Communications, Inc. has announced a series of books to be published under a joint arrangement with the publishing firm of Simon & Schuster. The series, called PC World Books, focuses on the PC, PC-compatibles, and the PCjr.

The first in the series, Getting Started with the IBM PC and XT, is written by David Arnold and the Editors of PC World. Getting Started is an introductory book that explains the ins and outs of electronic filing, PC-DOS, software, hardware, and programming for anyone who owns, uses, or wants to learn about the PC or XT.

PC World Books Editor, JEREMY JOAN HEWES, believes Getting Started is the ideal first book for the PC World Books series, "because IBM is reported to be manufacturing two million PCs this year. That means a lot of people are getting started with the PC who will need in-depth but easy-to-follow instruction."

PC World Publisher, DAVID BUNNELL, says of the PC World Books series, "The staff of PC World seeks to present information that is timely, useful, and easy to understand. The alliance between PC World Books and Simon & Schuster brings together a special combination of publishing, marketing, and computer expertise that will serve to put excellent books on bookstore shelves for the readers."

More books are on the way, including "How to Buy an IBM PC, or PC-Compatible Computer," "Essential Applications for the IBM PC and XT," and "The Fully Powered PC." Other books will focus on communications, hardware, games and education, and Logo.

"PC World Communications and Simon & Schuster have agreed to extend their working relationship to create and publish 20 additional books," Jeremy adds. "Some of those will focus on Apple's Macintosh computer, in a series of MacWorld books."

WGE Donates

The students at the Jaffrey-Rindge Middle School in Jaffrey, New Hampshire recently began using seven new microcomputers bought with a $3,000 donation from Wayne Green Enterprises, a subsidiary of IDG.

The seven TRS-80 Color Computers, a disk drive, a printer, and a networking unit donated by

Continued on Page 5

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

July, 1984

TOPIC: THE SECRETARIAL SEMINAR

DATES: July 16, The Center of New Hampshire Holiday Inn, Manchester, NH; and July 18th, Park Plaza Hotel, Boston, MA.

COST: $96 per person.

The Keye Productivity Center presents this one-day seminar for secretaries, administrative assistants, executive secretaries, and office managers. Five key skills will be discussed: Understanding how to get along with people, How to handle "impossible" jobs for which there is no time, Seeing an organizational goal, Realizing the importance of team work, and Paying attention to detail. A guideline book for future reference is provided and a CEU Certificate of Participation is awarded to all attendees.

TOPIC: HELPING PEOPLE IMPROVE

DATE: July 31, Newton-Boston Marriott Hotel, Newton, MA.

COST: $155 per person, team discounts are available for 3 persons or more.

This seminar is presented by Fred Pryor Seminars, Inc. as a new approach to employee motivation and development for managers and supervisors. The seminar outline includes topics such as: What really motivates people to do their best, How to discover the reasons people don't give their best effort, What approaches work to get motivated performance, How to handle behaviors, and more.

TOPIC: PLANNING & CONTROLLING TIME and ACHIEVING MORE THROUGH DELEGATION

DATES: July 30, The Copley Plaza, Boston, MA. Also July 31, The Somerset Holiday Inn, Somerset, NJ; August 1, Saddle Brook Marriott, Saddle Brook, NJ; August 2, The Plaza Hotel, New York, NY.

COST: Half-day seminar: $90 per person, $80 for 3 persons or more. Full-day seminar: $160 per person, $140 for 3 persons or more.

Dun & Bradstreet presents these two half-day seminars for managers, administrators, supervisors, and office professionals for better time management and job achievement. Attendees may chose to sign up for the morning seminar or both, which would require a full day. The morning seminar will cover time management topics, and the afternoon seminar will discuss how to achieve more through delegation. Each attendee will receive seminar workbooks as reference sources.

TOPIC: SALES MANAGEMENT FOR THE PROMOTED SALES MANAGER

DATE: August 6-7, The Hilton Inn, Natick, MA.

COST: $695 per person.

Presented by the Boston University Metropolitan College, this seminar will include topics such as management vs. selling, the sales manager as a planner, account analysis and territory management, recruiting and training, and more. This program will be most useful for those newly promoted managers at any level or for high-potential individuals who are aspiring to management positions in sales.

TOPIC: WINNING CUSTOMER SERVICE RELATIONSHIPS

DATE: August 15-16, Dunfey's Howard Johnson's, Newton, MA.

COST: $890 per person.

The Boston University Metropolitan College offers this seminar for anyone involved in a customer service role. The program includes subjects such as: How to really listen, Keys to understanding personality, Getting others to hear what you say, Writing like a pro, Complaint handling, Reducing stress, and Problem solving workshop.

TOPIC: BUSINESS WRITING FOR RESULTS

DATES: August 22-23, Hotel Sonesta, Cambridge, MA.

COST: $695 per person.

The B.U. Metropolitan College sponsors this seminar designed for professionals for whom writing is a critical management tool. You will learn to overcome writer's block, a sure way to forceful writing, effective paragraphs, improving skills for memos and reports, and making revisions in your writing.

TOPIC: BUDGETS: PREPARING THEM RIGHT & WINNING APPROVAL

DATE: August 14, Boston University Castle, Boston, MA.

COST: $395 per person.

B.U.'s Metropolitan College sponsors this seminar as a tested approach for non-financial managers. This program explains in straight forward terms all the essentials for developing and selling effective operating and expense budgets. Anyone involved in developing or implementing budgets including managers, line supervisors, management staff, and accounting personnel will benefit from this course.

INFORMATION REQUEST COUPON

Name:

Company:

Address:

Telephone: (   )

Seminar Info. Requested:

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

IDG
INTERNATIONAL DATA GROUP

* * * NOTICE * * *

As most of you know, the profit sharing statements are usually distributed by the end of July. This year we hope to have them to you by the end of July or early August at the latest.

The firm we use to do the evaluation of IDG shares, Marshall & Stevens, was in the process of relocating their New York offices at the time they received our information. In addition, the personnel involved in doing our evaluation were on vacation. So, although we can correct the problem in the future, we cannot change history.

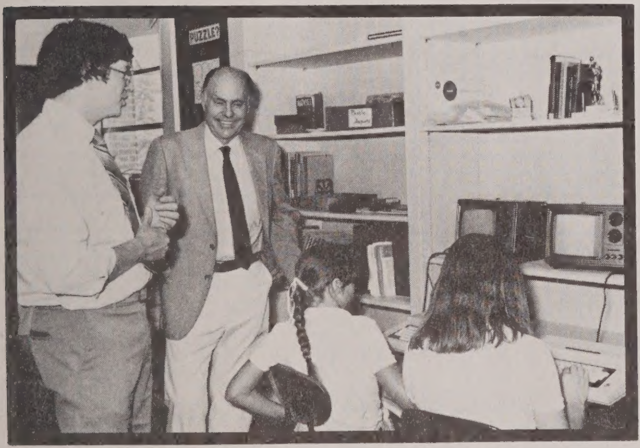
I assure you we will get these out to you as soon as the information is available.

Thank you.

From Page 4

WGE are compatible with two TRS-80 Model III computers already used by the students.

Jaffrey-Rindge Middle School Principal Richard Sawyer and Mathematics Teacher Edward Burt thanked WGE President WAYNE GREEN with a dedication ceremony during which a framed certificate of appreciation was hung in the computer classroom. The school plans to organize a computer club at the school which will give the youngsters a chance to learn computer operations and programming. "I want everyone here exposed to computers so students know computers are not monsters," Burt said.



Edward Burt, math teacher at Jaffrey-Rindge Middle School, shows WGE President WAYNE GREEN how the students at Jaffrey-Rindge use the computers donated by WGE.

People

MARC VERSTERRE, who is responsible for selling classified advertising for Computerworld/Benelux, recently won a silver medal, throwing discus during the Dutch athletics championship in Amsterdam. Marc, who throws the disc over 60 meters, just missed the nomination for the Olympic Games which will take place in Los Angeles later this year. He is also a member of the Dutch bobsleigh team, which regularly competes in international contests. Congratulations, Marc!

Congratulations to ISABELLA BARBAGALLO on her recent appointment as Computerworld's West Coast Regional Manager for International Marketing Services. In this position Isabella will be responsible for selling advertising space for all international Computerworld publications, and will be located at the Menlo Park office. Isabella brings to CWCI over fourteen years' experience of advertising and selling expertise. A native of West Germany, she was formerly the Advertising Manager of Computerwoche, CWCI's German publication. Best wishes on your new position, Isabella!

ERNST TORP of IDC Norway spoke on "The Future of Packaged Software" at the Den Norske Dataforening Seminar in Norway. The 150 participants enjoyed the program on Office Automation. The seminar, and Ernst's speech were reported to have been very well received, according to the Scandinavian Computer Report. Congratulations, Ernst, on your contribution to the industry!

Promotions

CWCI recently announced the promotion of JANICE BUGDEN to the position of Marketing Report Coordinator. In this position Janice's primary responsibilities will be tracking display

Continued on Page 6

From Page 5

advertising space, and production of monthly share of market reports. Janice started with CWCI in November, 1979 as Billing Coordinator. Best wishes in your new position, Janice!

New Employees

CWCI's Netherland office extends a hearty welcome to WINNIE VAN BLANKEN, recently appointed to the editorial staff of Computerworld Benelux, CWCI's weekly magazine for the Dutch and Dutch-speaking parts of the Belgium computer community. Prior to joining our Benelux team Winnie was employed at one of the largest publishing companies in the Netherlands, and later became an executive with a Rotterdam-based public relations firm where she was responsible for the Dutch Control Data Corporation internal publications. Welcome aboard, Winnie!

IDC's Washington Division extends a warm welcome to ANDY ROBBINS, Account Executive for Federal Government and Educational Sales. Andy comes to IDC from Hecht's, a local department store, where he received an award for excellence in merchandising concepts. Prior to that, Andy was awarded top salesman status for a major car dealership in the Washington area. He holds a B.A. from American University. In his spare time Andy is anticipating being a new father (his baby is due any day now!). Best of luck with IDC, Andy!

A welcome new member of PC World's sales staff is LARRY HILDERBRAND, New England Sales Representative. Having called on New England microcomputer companies and ad agencies over the past five years, Larry brings with him a thorough understanding of the microcomputer market. In his new position Larry will strive to find ways to better serve the advertising community. Best wishes for your success with PC World, Larry!

Welcome to SANDRA MUNN, Administrative Assistant in IDG's Credit Department. In her new position her various duties include performing a credit check on all new incoming credit applications, maintaining and updating current credit files and agency cross files, compiling and distributing delinquent account reports, and assisting IDG's credit analysts with monthly reports. Sandra, a Framingham resident, enjoys travelling, horseback riding, and music. Welcome to IDG, Sandra!

Anniversaries

One-Year Anniversaries

Anindya Bose, LR
Steven Burke, MMW
Robert Luhn, PCW
Lee Trevino, PCW

Two-Year Anniversary

Pamela Gilbert, CWCI

Three-Year Anniversary

Jeff Pennett, CWCI

Five-Year Anniversary

Deborah Kelly, IDC

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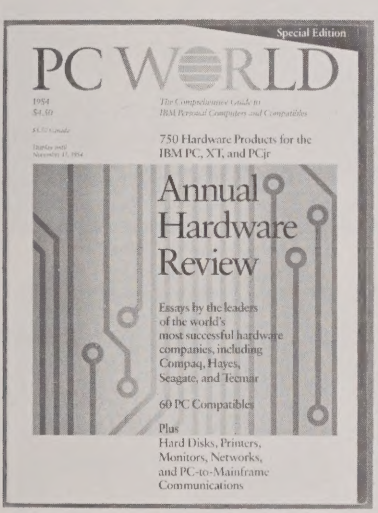
Volume 14, Number 25 July 9, 1984

Special Editions Released

PCW Hardware Review



Special Edition

PC WORLD

1984
$4.50

The Comprehensive Guide to IBM Personal Computers and Compatibles

750 Hardware Products for the IBM PC, XT, and PCjr

Annual Hardware Review

Essays by the leaders of the world's most successful hardware companies, including Compaq, Hayes, Seagate, and Tecmar

60 PC Compatibles

Plus
Hard Disks, Printers, Monitors, Networks, and PC-to-Mainframe Communications

PC World Communications, Inc. recently published a special edition, entitled the PC World 1984 Annual Hardware Review, as a companion to the Software Review which appeared in November, 1983. If a reader is looking for information about computers, keyboards, monitors, memory boards, storage devices, printers, or modems, etc., the Hardware Review is a sure place to find it.

The magazine contains 750 hardware products for the IBM personal computer family -- made up

Continued on Page 7

InfoWorld in Review

InfoWorld, the newsweekly magazine for microcomputer users, covers industry news, product news, and trends each week. Published by Popular Computing, Inc., a special edition, InfoWorld In Review, was recently released. Covering the issues of InfoWorld from January to June, 1984, the magazine sports three sections.

InfoWorld
IN REVIEW

Volume 6 Issue 28A

Week-by-week news highlights for the microcomputer user

Editor's choice reviews:
Software report cards
Hardware report cards

January–June 1984

"Week-By-Week in InfoWorld" recaps key stories of the industry in past weekly issues of InfoWorld by summary paragraphs.

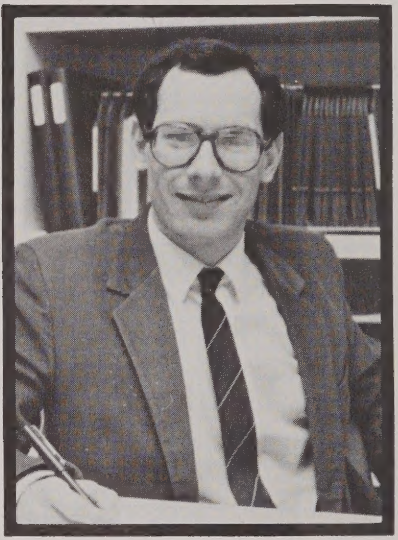
Continued on Page 7

Spotlight

IDC France

YVES DELACOUR, Managing Director, joined IDC France in 1980. Previous to IDC, Yves was the General Manager and Founder of Transasia Corporation, an international trading company. He also has had much financial experience working as a credit officer for the Indochina and Suez Bank. Yves' educational background includes graduation from the French Naval Academy, a degree at the Institut d'Etudes Politiques de Paris, and an MBA in General Management Finance, Accounting and International Business from the Stanford Graduate School of Business. Yves also has a military background as a French Naval Officer, which provided him the opportunity to travel around the world.

Yves Delacour



Alain Joveniaux

Manager for IDC France Marketing and Sales activities is ALAIN JOVENIAUX. He has also been a sales manager in a data processing services company. Alain holds a Master of Management and Marketing degree from the Institut Francais de Gestion, Paris. He is also an enthusiast of windsurfing and tennis.

DENISE GILLE is Assistant to the Managing Director at IDC France. Denise began her career in journalism, working for 10 years in a Parisian office of an English newspaper company. She then worked for a Japanese trade firm, becoming involved in import/export. Denise fondly remembers her two years spent in

Continued on Page 3

From Page 2

Denise Gille

London as an "au pair" student during her teen years. Besides her great love of the English people and countryside, she is interested in history, and is quite knowledgeable of the history of Paris and its edifices. Denise also enjoys reading, and she practices yoga.

Elisabeth George

ELISABETH GEORGE, Marketing Manager for Link Services, has been responsible for public relations of IDC France since 1982. Her other professional experiences include free-lance journalism for 97 Hebdo, a monthly magazine of San Marteen (French West Indies), working in Public Relations for Telesystemes in charge of publicity and exhibitions, as a Marketing Manager in Kuwait, and being Assistant to the Editor of the French newspaper, Le Figaro. Elisabeth enjoys travel and several sports including sailing, wind-surfing, waterskiing, and golf.

SYLVIE ARMANETTI works for the Marketing Information Service of IDC France. She answers client inquiries and assists in secretarial tasks. Previous to IDC, Sylvie worked for SGS ATES (electronic components) and Hewlett Packard. She also holds a bilingual secretarial degree. Sylvie enjoys dancing and working out. Living outside of Paris, she takes advantage of country living and country cooking during the weekends.

Sylvie Armanetti

DOMINIQUE CLAVERIE is Assistant to the Marketing Manager for IDC France. She follows up on orders and sales, making out invoices and sending out prospect mailings, newsletter subscriptions, mailing cards, etc.

Continued on Page 4

From Page 3

Dominique has also worked for an architect, where she constituted documents for public buildings. She holds a Licentiate's degree (two-year program) in Spanish from the University of Pau. In her leisure hours she enjoys reading, jogging, and mountain climbing.

Dominique Claverie

Fabienne Laurette

FABIENNE LAURETTE performs the duties of Marketing Secretary. She also oversees the reception of clients at the IDC France office. Her educational experience includes a term at the Chambre de Commerce de Paris to acquire knowledge in different activities such as law, marketing, information technology, and trade. Fabienne enjoys travel, reading, tennis, and yoga.

SYLVIE BENECH joined IDC France in 1981 as a Consultant to provide expertise on French markets and the launching of the Marketing Information Service. As Director of Consulting Services she has developed several other activities, including custom research and data file management. Previous to IDC Sylvie was employed by a French consulting firm. Her educational background includes a Master of Economic Sciences from the Paris I University Pantheon, at the Sorbonne.

Sylvie Benech

CHRISTINE LAVERDANT is the Librarian at IDC France. She oversees organization of the MIS library documents, research, memos, reports, magazines, and reference and guide books. Christine holds a Diplome Universitaire de Techologie, and loves long walks, artwork, and the theater.

Continued on Page 5

From Page 4

Christine Laverdant

The Editor for the EDP France Report is FREDERIC SAUSSE. He analyses all IDC information products and reads the technical press in order to update his knowledge of the DP industry. Frederic was previously a researcher and teacher of computer science at the University of Sussex. He holds a Master of Science in Computer Science, and a Master of Arts in German Literature, both from the University of Paris VIII. Frederic's hobbies include writing, swimming, and tap dancing.

Frederic Sausse

Sylvie Billard

Assistant to the Research Department for IDC France is SYLVIE BILLARD. Before arriving at IDC in March, 1984 she was employed by several firms specializing in the export industry. She attained her General Certificate of Education and went on to receive a Trilingual secretarial diploma in 1982. Sylvie loves the sport of AIKIDO (Japanese martial arts), and is also very interested in astrology, horseback riding, and rock-and-roll dancing.

Charlotte Gillot

From Page 5

CHARLOTTE GILLOT works as a Consultant in local studies in the French market for IDC France's Research Department. Her experience previous to IDC includes a training program in the Atomic Energy Commission in Paris, performing research on nuclear plant market trends. In her spare time Charlotte enjoys sailing and windsurfing.

LAURENT BLIN works as a Consultant and European Research Manager for Link Services at IDC France. His background includes working for the Agence de l'Informatique (Computer National Agency), Prime Minister Raymond Barre, and as Assistant to the Senator. Laurent enjoys fencing, horseback riding, reading, and astrology.

Laurent Blin

PARAMASEEVEN VYDELINGUM is Clerical Assistant for IDC France. He is responsible for all supplies and postal services for the IDC France office. Paramaseveen loves football, jogging, and swimming.

Paramaseeven Vydelingum

Accountant for IDC France's operations is CLAUDINE FOURMENT. Beginning her career as a librarian, Claudine decided to pursue accounting studies, whereby she arrived at IDC. She holds a General Certificate of Education in Philosophy, an Arabian degree, and a Librarian diploma. Claudine's two daughters, six and eight years old, keep her quite occupied.

Claudine Fourment

From Page 1

PCW Hardware Review

of the PC, the PC-XT, the Portable PC, and the PCjr -- and PC-compatible computers.

The Hardware Review is comprised of 14 categories ranging from computers and storage devices to graphics boards and special purpose hardware. Each category begins with an essay, written by key industry executives, which delineates the purpose of the products in that category. Then you will find individual product reports and comments from readers who have used the hardware.

At the end of The Hardware Review are product and manufacturer indexes for readers who already know the name of a product or manufacturer, but want to research the details some more.

The Hardware Review provides a means for faster, more efficient and enjoyable computing.

From Page 1

InfoWorld in Review

This section also sports InfoWorld's attractive cover pages in succession.

The second section is devoted to "Select Software Reviews." Each weekly issue of InfoWorld contains first-time software product reviews to keep microcomputer users abreast of new developments and to help them with the product selection process. Due to space limitations however, InfoWorld In Review has republished only a few which are representative of the great variety published thus far in 1984.

The third section of the magazine, "Hardware Review Sampler," is also a republished sample from the pages of InfoWorld during the last six months. While space limitations reduce the number of articles that can be included, the innovation of this section still sparkles.

More News...

Software Buyer's Guide

Sporting a June 27th issue date, Computerworld subscribers recently received the Computerworld Buyer's Guide to Large Systems Software. The Guide, which is in reference manual format, contains concise descriptions of software products used with minicomputer- and mainframe-based systems and vendor profiles. Because of the enormous number of software products on the market, the software guide was split into two volumes -- one for high-end software and one for microcomputer-based software.

COMPUTERWORLD
BUYER'S GUIDE
Large Systems Software
WHEN IT COMES TO LINKING PC's TO MAINFRAMES, ONE COMPANY IS A MILLENNIUM AHEAD.
McCormack & Dodge

"Large Systems Software" contains six major product sections: Data Base Management

Continued on Page 8

From Page 7

Systems, Data Dictionaries, Decision Support Systems and Report Generators; System Software; Utility Software; Applications: Financial; Applications: Manufacturing, Banking, Insurance, and Order Processing; and Applications: Payroll/Personnel, Office Automation, and Industry-Related.

The Computerworld Buyer's Guides series began in 1983 with three published guides -- "Computer Systems," "Terminals and Peripherals," and "Software." Due to the success of these Guides, CWCI decided to expand its series to five Guides -- "Large Systems Software" will be published each June; "Communications" will be published in February; "Large Systems Hardware" in April; "Microcomputer Hardware" in September; and "Microcomputer Software" in November.

LMI Exhibits Teknos

At a recent CWCI European Manager's Meeting held at the Le Monde Informatique office in Paris, attendees had the opportunity to view an in-house exhibition of the "Teknos" paintings of Robert Moran, whose personal philosophy is that laughter will save the state of the world.

The exhibition was part of an ongoing series at the French offices which was initiated by AXEL LEBLOIS, President of CWCI/France, who originally founded the French Business Committee for the Arts in 1980.

The CWCI managers were joined at lunch by Mr. Sarkozy, the Mayor of Neuilly sur Seine, a nearby suburb of Paris and the home of CWCI, which is located at 92200, Neuilly sur Seine, France.

Pictured (from left to right) are: AXEL LEBLOIS (IDG France), FRANCOIS-XAVIER CHAUSSONNIERE (IDG France), Mr. SARKOZY (Mayor of Neuilly), WALTER BOYD (CWCI Framingham) and Mr. DELAMBRE (Assistant to the Mayor).

People

Cycling Against Cancer

The Third Annual Audrey Prouty Memorial Bicycle Ride will include two Wayne Green Enterprises employees. CAREY GERSTEN and TOM CULLITY will both bicycle July 15th in the 100-mile event which raises money for the Norris Cotton Cancer Center at the Dartmouth-Hitchcock Medical Center in Hanover, New Hampshire.

Carey and Tom are preparing for the 100-mile ride by commuting to work at the WGE Building beside Route 202 in Peterborough, New Hampshire by bicycle. The two cyclists said the steep hills around Peterborough are excellent preparation for the Audrey Prouty Memorial Century course.

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From Page 8

Pictured (left to right): CAREY GERSTEN and THOMAS CULLITY preparing for the Third Annual Audrey Prouty Memorial 100-Mile Bicycle Ride on July 15.

Sponsors for Carey and Tom can phone them at WGE at (603) 924-9261. Persons interested in joining the Audrey Prouty Memorial Bicycle Ride on July 15th to benefit the Cotton Cancer Center can phone Tom Mowatt at (603) 448-5556, or Pat Carney at (603) 646-7306.

Best wishes, Carey and Tom, on a successful and enjoyable ride!

Congratulations to SCOTT MACE, Senior Writer at InfoWorld, who recently moderated a panel on computer software at the Summer 1984 Consumer Electronics Show in Chicago. Among the panelists were representatives of CBS Software, Thorn/EMI, HES, and Creative Software. The panel was attended by several hundred people and overall the conference drew more than 90,000 participants. Congratulations on your fine contribution to the Summer 1984 Consumer Electronics Show and representation of CWCI!

WAYNE GREEN, President of Wayne Green Enterprises, recently gave the spring commencement address at Central New England College in Worcester, Mass. Edward P. Mattar III, President of Central New England College, conferred an honorary Doctor of Entrepreneurial Science Degree on Wayne in recognition of his contributions to publishing, amateur radio communications, digital technology, and the computer industry. Congratulations, Wayne!

Promotions

CWCI recently announced the appointment of TOM FLYNN to the position of District Manager for CW On Communications. In this position Tom will be responsible for sales to all accounts in the Eastern region, and will be working both independently and with the Computerworld sales staff until On Communications is fully on its own as a separate publication. Tom joined CWCI in December, 1983 as a sales representative for the Buyer's Guide series. Congratulations on your promotion, Tom, and good luck in your new position!

New Employees

WGE extends a hearty welcome to STEVEN BIRCHALL, Technical Editor of Digital Audio magazine. Steve's academic background includes a Bachelor of Music Degree with Distinction from DePauw University, a Master's Degree from the Eastman School

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From Page 9

of Music, and a Doctor of Musical Arts Degree from the University of Cincinnati. He has composed mainly with an electronic synthesizer and sophisticated recording systems, which have led him to an interest in computers and digital sound. His previous editorial experience includes serving as Technical Editor with SoftSide magazine, and Assistant Editor for Audio Amateur and Speaker Builder magazines. Welcome to WGE, Steve!

LINK welcomes BRIAN CONNOLLY who has assumed LINK sales responsibility in New York, New England, eastern Canada, Michigan, and Indiana. Brian is distinguished by actually developing and successfully selling a new electronic medium consisting of a network of computer-controlled electronic signs which simultaneously display UPI news and four-color advertising in airline transit terminals. He has held various media positions at Wells, Rich, Green, and Grey Advertising. Brian stays in shape by bicycling to the office every morning. Welcome aboard, Brian!

Anniversaries

One-Year Anniversaries

Mary Chaves-Ibrahim, CWCI
Patricia Williams, IDC

Three-Year Anniversaries

Laura Larson, PCI
Scott Mace, PCI

Four-Year Anniversary

Janet Sparre, IDC

Sixteen-Year Anniversary

Bill Leitch, CWCI

Fitness Focus

Swimming Safety Tips

The sparkling water of a swimming pool, lake, or ocean can be beautiful, but that same water can also be a dreadful hazard. If you do get into trouble while swimming, there is a new water safety technique called "drownproofing," endorsed by the American Red Cross and the National Safety Council. It combines rhythmic breathing and floating, allowing you to conserve energy and stay afloat until help comes:

1. Hold your breath and relax forward into the water. Float with face forward and arms and legs dangling. Water will cover most of you except the back of your head.

2. When you need a breath, do not gasp for air. Straighten your body slowly. Raise your arms to shoulder height. This may cause you to sink a bit, so kick your legs and move your arms in a slow stroking action, keeping your face in the water.

3. Begin to exhale slowly through your mouth and/or nose while you slowly raise your head above water level. Keep your eyes open so you know when your mouth is out of the water.

4. When your head is vertical, gently press your legs together and your arms downward. This will lift your body slightly, enough to allow you to take a breath through your mouth. Your whole chin shouldn't be above water, just your mouth.

5. Return to a rest, again relax and start the cycle over.

Continued on Page 11

From Page 10

Unfortunately, this method is not recommended for water of all temperatures. In cold water, heat loss through the head can be too great and unconsciousness can set in. In all cases, don't worry about removing clothing; it'll help conserve your body heat and provide you with some buoyancy.

Etcetera

Please note that Computerworld/ Spain has moved its office to the following address:

Computerworld Espana
Barquillo 21
Madrid - 4, Spain

There is no change in the telephone number or telex number.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

CLASSIFIED ADVERTISING SALES MANAGER

CWCI has an opportunity for someone to head the sales effort for the classified advertising operation of Computerworld. The Classified Advertising Sales Manager will be responsible for the national sales of classified advertising, manage a telemarketing effort, and travel extensively to make personal calls on major clients. To qualify, candidates must have at least 3-5 years of space sales experience, and experience with telemarketing or classified advertising is a plus. To apply, please send resume or a detailed letter to Kathy Doyle, CWCI, 375 Cochituate Road, Framingham, MA 01701.

PART-TIME SECRETARY

IDC is seeking a part-time secretary to fill an entry-level position. Minimum 20 hours a week, Monday to Friday afternoons. Candidate must be a fast, accurate typist on a Wang word processor. Should be able to work well under pressure in a fast-paced environment, and have a flexible schedule to work up to 40 hours when needed. This may lead to a full-time position, plus some benefits. To arrange for an interview, please contact Jeanne of IDC at (617) 872-8200, x636.

FILM ASSEMBLY PERSON

Wayne Green Enterprises, Inc. is in need of a 4/c film assembly person with experience in sheetfed imposition stripping. The qualified candidate will be proficient in the following areas: complex 4/c stripping techniques, layout imposition for sheetfed presswork, color proofing systems (chromalin, color key, matchprint, etc.), and quality control procedures. Excellent benefits, non-smoking atmosphere. Contact Jane Peirce at (603) 924-9261, x111, or send a letter of interest with resume to Jane Peirce at WGE Building, Route 202 North, Peterborough, NH 03458.

CAR FOR SALE CHEAP

1974 Toyota Corolla. $400 or best offer. Looks like a wreck, but runs great -- very reliable transportation, needs no repairs. Call Doran Howitt of CWCI at (617) 879-0700, x321, or at home at (617) 666-3464.

DENNISPORT RENTAL

Two-bedroom cottage, sleeps 5. Walk to beach, screened porch. No pets. Available last two weeks in August at $360 per week. Please call Valerie Bernas of IDC at (617) 872-8200, x208, or evenings at (617) 877-3272.

VERMONT HOME FOR SALE

A two-bedroom, year-round vacation ranch, wood and electric heat, deck overlooking trout stream, in Vermont. 114 acres of hiking, skiing, fishing, and hunting on property. Perfect, and only $79,900. Call Bill Sell of IDG at (617) 875-5000, x444.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

_____ won an award?

_____ made a speech?

_____ completed a course?

_____ been appointed or promoted to a new position?

_____ participated in community activities?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

____

____

____

____

NAME: ____________________

COMPANY: ____________________

DEPARTMENT: ____________________

PHONE/EXT: ____________________

ENGAGEMENTS/MARRIAGES:

Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Date ____________________

Place of Marriage ____________________

Honeymoon? ____________________

BIRTHS:

Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Baby's Name ____________________

Date of Birth ____________________

Weight, Length of Baby ____________________

INTERNATIONAL DATA GROU ■ RWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■
COMPUTERWORLD ARGE GE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC.
■ IDC ASIA/HONG K ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN
■ CW PUBLIKATION WORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

E-Mail User Index
Inside

G UPDATE

■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA
RPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC
COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES
SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 24 July 2, 1984

Electronic Bulletin Board Announced

CW Communications/Peterborough, the publishers of 80 Micro magazine which is dedicated to users of Tandy's TRS-80 microcomputer systems, has announced a new electronic Bulletin Board System (BBS). TRS-80 users with terminal programs and modems can contact the BBS via telecommunications for information to communicate directly and quickly with 80 Micro editors to obtain non-published programs, to share original programs, and to exchange opinions and ideas. The BBS is available 24 hours a day by dialing (603) 924-6985.

The Model 2000: A Better Breed of Basic
July 1984 USA $4.00
Canada $4.50
80micro
the magazine for TRS-80* users
DOS Selections
Big Hits and Near Misses
No Comment: Trimming Down Your A-L Code
A Hill of Beans: How to Be a Market Mogul
The Jet Set: A Look at H-P's ThinkJet Printer

In addition to the database containing more than twenty applications, games, graphics, and utilities programs (which are updated monthly) for users to down-load, the 80 Micro BBS offers special sections devoted to discussion and debate on various topics of interest, and offers quick responses to technical questions.

Created by 80 Micro's Technical Editor, BRAD DIXON, the BBS originates from "The Towne Crier BBS," a program written by STEWART SCHNEIDER and CHARLES BOWEN, who are collaborating authors of 80 Micro's popular column, "The BBS Express." "The BBS Express" was introduced in the May, 1984 issue of 80 Micro and will appear monthly through the April, 1985 issue.

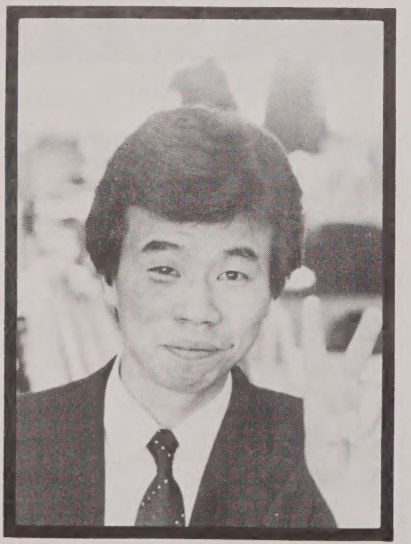
Access Your E-Mail System

IDG's international electronic mail network has been expanding since worldwide operations began in April, 1984. Among the various applications widely being accessed are Computerworld's International News Network, information collection for the IDG

Continued on Page 5

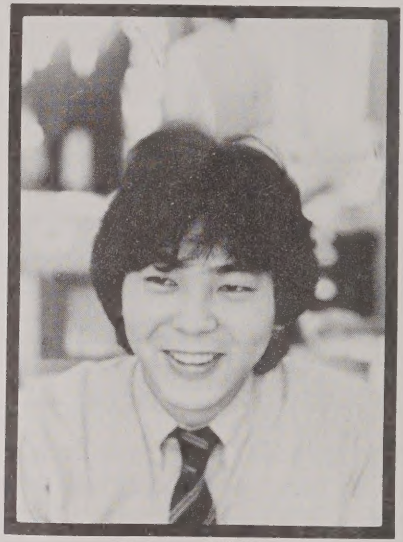
Kenji Nakata

KENKICHI MIYAUCHI is Manager of the Third Sales Department, and is responsible for advertising sales space, interfacing with retail book stores, and distribution of PersoCom World. Kenkichi was previously with Nihon Soft Bank, Inc., in charge of sales policy planning. He likes to ski, play ball, swim, and play chess, and hopes to sail around the world someday in a yacht.



Kenkichi Miyauchi

TETSUO HIDA is a Sales Assistant in the First Sales Department in charge of distribution and subscription processing. He graduated from Meiji University in 1981, majoring in Economics. His previous position was with the Gingasha Publishing House. Tetsuo, who is single, has a pet cat.



Tetsuo Hida

Hiroshi Yamakawa

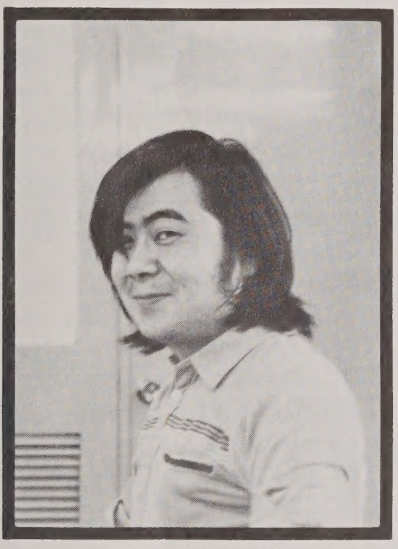
Sales Assistant in the Second Sales Department is HIROSHI YAMAKAWA. He is responsible for selling advertising space for PersoCom World. Hiroshi graduated from Nippon University in

Continued on Page 5

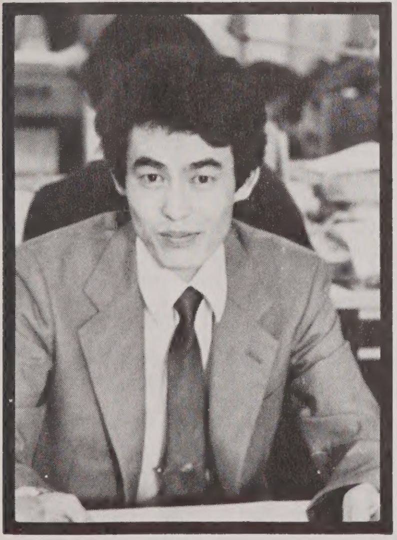
From Page 4

1984 where he majored in Newspaper Journalism, and his position with CWJ is his first job. In his spare time Hiroshi enjoys playing the guitar.

HIDEYUKI MAJIMA is a part-time General Assistant in the Editorial Department at PersoCom World. He is a student at Waseda University.



Hideyuki Majima



Yutaka Sonobe

YUTAKA SONOBE is Manager of the first sales department at PersoCom World. In this position he is responsible for distributing PersoCom World to nation wide book distributors and interfacing with their book retail stores. Having graduated from Suijo Senior High School in Mito in 1974, Yutaka then worked as a manager of a computer shop at the Kawamata Book Store in Mito, selling personal computers, software and computer-related books for 10 years. He enjoys fishing and archery in his spare time.

E-Mail Up & Running

From Page 1

Update newsletter, and various internal correspondence between Framingham offices and operating groups around the globe.

According to BILL SELL, IDG's Manager of International Telecommunications, plans are underway for a service similar to Computerworld's International News Network which would connect the editorial staffs of our IBM personal computer magazines, under the coordination of KAREN DOWELL and ART WILCOX of PC World. IDC and LINK Resources will start news features on the network during the upcoming months.

"New applications for the electronic mail system are proposed weekly, but proper implementation takes time," commented Bill. "Our greatest problem is equipment. Many of our smaller offices around the world do not have equipment with the ability to communicate. To help alleviate this problem, many of our features are now being developed with access from both telex machines and microcomputers."

E-Mail User Index

July 2, 1984

INTERNATIONAL DATA GROUP:

- Chairman's Office
  - IDG.P/McGovern
  - IDG.C/Famosi
  - IDG.T/McNeill
  - IDG.B/Sell
  - IDG.S/Woit
- Finance/Administration
  - IDG.B/Murphy
  - IDG.T/Bloom

CW COMMUNICATIONS:

- Headquarters/Administration
  - CWCI.W/Boyd
  - CWCI.M/Kibbee
  - CWCI.D/Waters
  - CWCI.L/Vidmer
  - CWCI.J/Creighton
- Computer Systems
  - CWCI.T/Pfau
  - CWCI.J/Pennett
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  - CWCI.S/Baum
  - CWCI.J/Casalegno
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  - CWCI.M/DeCristoforo
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  - CWCI.D/LaMuraglia
- Conference Management Group
  - CWCI.B/Leitch
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  - CWCI.S/Coleman
  - CWCI.Australia
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  - CWCI.P/Engell
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  - CWCI.J/Pellandini
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  - CWCI.U/Ostermann
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  - CWCI.K/Niwa
  - CWCI.H/Irie
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  - CWCI.Japan
- Netherlands
  - CWCI.J/Witvoet
  - CWCI.L/Sala
  - CWCI.Netherlands
- Sweden
  - CWCI.G/Eriksson
  - CWCI.I/Marand
  - CWCI.Sweden

INTERNATIONAL DATA CORPORATION

- Headquarters/Administration
  - IDC.P/Rowell
  - IDC.J/Kramer
  - IDC.L/Bishop
  - IDC.P/Gendreau
  - IDC.J/Hart
  - IDC.D/Clark
- Australia
  - IDC.L/Rust
  - IDC.A/Carless
- France
  - IDC.Y/Delacour
  - IDC.France
- Netherlands
  - IDC.H/VanOnna
  - IDC.Benelux
- Japan
  - IDC.Y/Ogino
  - IDC.K/Maesato
  - IDC.Japan

LINK RESOURCES

LINK.W/Bloodworth
LINK.S/Sieck

PC WORLD COMMUNICATIONS

PCW.D/Bunnell
PCW.K/Dowell
PCW.A/Wilcox

CWCI/PETERBOROUGH

WGI.M/Smith
WGI.J/Detray

INFOWORLD

INFOW.B/Hoskins
INFOW.D/Needle

Promotions

IDC recently announced the appointment of TIM CAFFREY to the position of Program Manager of Strategies for Microcomputers and Office Systems. Tim joined IDC's User Research staff more than a year ago, and in late 1983 was promoted to the position of Research Manager. During this time Tim demonstrated fine business skills and managerial ability with well-prepared research, successful client presentations, and outstanding client services capabilities. He also successfully organized, planned, and managed the SMOS budget. Congratulations on your promotion, Tim, and good luck in your new position!

IDC Scandinavia has announced the appointment of NILS LEMMING as Manager of Research, primarily responsible for the preparation and production of Compucast Reports and Databooks, covering the four Nordic countries. Congratulations, Nils, on your recent success!

New Employees

IDC extends a hearty welcome to DOUG GOLD, the newest member of the Electronic Office Research Program (EORP). Doug will be responsible for developing research on office automation markets for EORP. Before joining IDC Doug worked with State Street Consultants, Inc. as a program manager and software architect. Prior to State Street Consultants he was employed by Cambridge Reports, Inc. as production manager, account executive, and equipment acquisition manager. Welcome aboard, Doug!

Welcome to NINA RICCI, IDC's new Manager of Marketing Services. In this position Nina will be responsible for creating and implementing IDC's various marketing programs. She comes to IDC after having spent four years at the Yankee Group as Manager of Marketing Communications, and another four years with the Rhode Island Department of Economic Development. A graduate of Suffolk University in Boston, Nina enjoys tennis and racquetball. Welcome to the IDC team, Nina!

CWCI Direct Marketing Services Department extends a warm welcome to BARBARA BANNON. As Print/Production Coordinator Barbara will be responsible for handling the production of direct mail packages for PC World and Micro MarketWorld. Prior to joining CWCI she was the Production Manager at The Atlantic Monthly and the Print Buyer at Inc. magazine. A Charlestown resident, Barbara holds a B.A. in English from Franklin and Marshall College. In her spare time Barbara enjoys movies, sports, and reading. Welcome aboard, Barbara!

A hearty welcome goes out to SCOTT BAUM, CWCI's new PC Support Specialist. Scott's varied duties will include technical hardware and software support for all personal computer equipment, and design and implementation of all software use for the International Financial and Communications Network. He is a graduate of Northeastern University where he studied computer science/engineering and received a B.S. in Accounting. Scott resides in Framingham and enjoys waterskiing, tennis, and softball. Welcome to the CWCI team, Scott!

CWCI's Editorial Department extends a warm welcome to JOSEPH STALVEY. Joe graduated in 1983 from Emerson College with a BFA degree in Creative Writing and Literature. He was first a staff writer and then an associate editor for Emerson's Berkeley Beacon. While there he wrote editorials, feature and news stories, assigned and edited stories, and wrote headlines and captions. Joe has just finished a training program for high tech-related careers. Welcome to the CWCI family Joe!

Wayne Green Enterprises wishes to welcome WILLIAM HEYDOLPH as Technical Operations Manager. In this position he will be responsible for printing services and establishing the preparatory department which handles film production. Prior to joining WGE, Bill worked at Yankee Publications, Inc. in Dublin, New Hampshire where he started the pre-press and film assembly department. Bill and his wife, Barbara, and their sons live in Jaffrey and enjoy family outings such as hiking and picnicking. Welcome to the WGE team, Bill!

DONNA RAIMONDI is a new staff writer in the Computerworld Editorial Department. Since May, 1983, Donna has been an Assistant to the Director at the Brandeis University Feldberg Computer Center. Her duties included producing a bi-monthly newsletter for the users of the computer center, user consulting and user education. Prior to this, Donna worked on a contract basis for Polaroid Corp. and Solutions, Inc. where she specialized in writing technical text and marketing brochures. She has a B.A. in English from Northeastern University and has completed course work in COBOL and BASIC programming, and editor and text processing packages for Apple and IBM micros and the DEC system-10 mainframe. Best wishes for success at CWCI, Donna!

Wayne Green Enterprises welcomes SARA BEDELL as System Manager. In this position, Sara's main responsibility will be to supervise WGE's Meteor 3000 typesetting system. Sara graduated from an intensive hardware program for a Real Time Composition System in 1982, and completed a typesetting software program this year. Sara is a Peterborough native who is now making her home in Hancock with her son, Jason. In her spare time Sara enjoys tennis, swimming, and gardening. Welcome, Sara!

People

Congratulations to NANCY HEDGES of CWCI's Conference Management Group, and her fiance, John Thayer, on the announcement of their wedding date, August 24, 1985. Nancy is Marketing Assistant for CW/CMG, and John, a Framingham resident, is presently a student at the Rochester Institute of Technology. They plan to be married at 2:00 p.m. at St. Bridget's Church in Framingham, with a reception at the Hillcrest in Waltham, MA. Although presently undecided on the exact location of their honeymoon, they are hoping to visit either Prince Edward Island or Florida. Congratulations to both of you and best wishes!

Congratulations are also due to ELIZABETH THOMAS, Director of Consulting Services for IDC Scandinavia, and her husband, Richard Webber, on the birth of their daughter. Emma, born May 23rd, weighed in at 6.6 lbs. at birth, and was 19 inches in length. Congratulations to two lucky parents!

Anniversaries

One-Year Anniversaries

Richard Arzaga, PCW
Jeff Bartlett, PCW
Peter Bartolik, CWCI
Linda Crawford, PCW
Peter Townsend, IDC

Three-Year Anniversaries

Barbara Brown, PCI
Kathleen Heeney, LR
Maureen Sullivan Falzone, CWCI

Fitness Focus

Vitamin C & A Banana For Hot Weather Health

On a hot day the heart speeds up to move overheated blood to the surface. Sweat glands cooperate by pouring forth moisture to aid the cooling process. Both reactions are sparked by hormones from the adrenal glands, which use more vitamin C than any other part of the body.

If hot weather continues, vitamin C falls short. The body temperature may stay high, which can lead to trouble . . . heat cramps, heat exhaustion, and maybe heat stroke. Many doctors feel that vitamin C is far superior to salt tablets in that salt can be hazardous to people with a tendency towards heart disease.

During hot weather another essential mineral drops -- potassium, whose richest source is the banana, followed by oranges, carrots, strawberries, and most other fruits and vegetables.

For good health in hot weather, take vitamin C and eat fresh fruits and vegetables. You'll continue to feel strong!

Etcetera

The Personnel Department has announced that a blood drive has been scheduled for Friday, July 6th, from 9:00 a.m. to 2:30 p.m. A Red Cross mobile van will be parked outside of the 5 Speen Street building to accept donations. Hines Management will be awarding a specially designed "Big Drop" plaque to the company who provides the greatest number of donors per employee population. In order to alleviate any delays, the Personnel Department suggests you pre-register. Please call Judy Spavold in the IDG reception area if you have any questions or if you wish to pre-register for your donation at a convenient time. Let's make this blood drive as successful as the last!

REMINDER -- Entries for IDG's Photography Contest will be accepted through September 1st. This event will crown 12 winning photos which will be used to create the 1985 IDG calendar. The contest is open to all IDG employees worldwide, however there is a limit of three entries per person. Entries will

Continued on Page 10

From Page 9

not be accepted after September 1st, so get out the old photo album or dust off your camera, and send your entries to Marina Bonacci, CWCI Production Department, 375 Cochituate Road, Framingham, MA 01701, U.S.A.

Classified

CREDIT MANAGER

IDG has an opening available for a Credit Manager to head up the domestic credit/collection function. The Credit Manager will report to the Assistant Controller and be responsible for directing the day-to-day collection functions and supervising five credit analysts. This person will also be responsible for designing, implementing, and monitoring credit and collection policies throughout the domestic operations. This position requires a manager with a global view and team spirit, and who is familiar with all aspects of credit and collection. The ideal candidate will be able to communicate will all levels of management and have at least 5 years of credit experience, preferably in the publishing or retail industry. Experience with computerized micro or mainframe systems is essential and some travel is required. Interested candidates should contact Mike Anzalone of IDG at (617) 875-5000, x423.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C /Famosi.

FILM ASSEMBLY PERSON

Wayne Green Enterprises, Inc. is in need of a 4/c film assembly person with experience in sheetfed imposition stripping. The qualified candidate will be proficient in the following areas: complex 4/c stripping techniques, layout imposition for sheetfed presswork, color proofing systems (chromalin, color key, matchprint, etc.), and quality control procedures. Excellent benefits, non-smoking atmosphere. Contact Jane Peirce at (603) 924-9261, x111, or send a letter of interest with resume to Jane Peirce at WGE Building, Route 202 North, Peterborough, NH 03458.

PART-TIME SECRETARY

IDC is seeking a part-time secretary to fill an entry-level position. Minimum 20 hours a week, Monday to Friday afternoons. Candidate must be a fast, accurate typist on a Wang word processor. Should be able to work well under pressure in a fast-paced environment, and have a flexible schedule to work up to 40 hours when needed. This may lead to a full-time position, plus some benefits. To arrange for an interview, please contact Jeanne of IDC at (617) 872-8200, x636.

CAR FOR SALE CHEAP

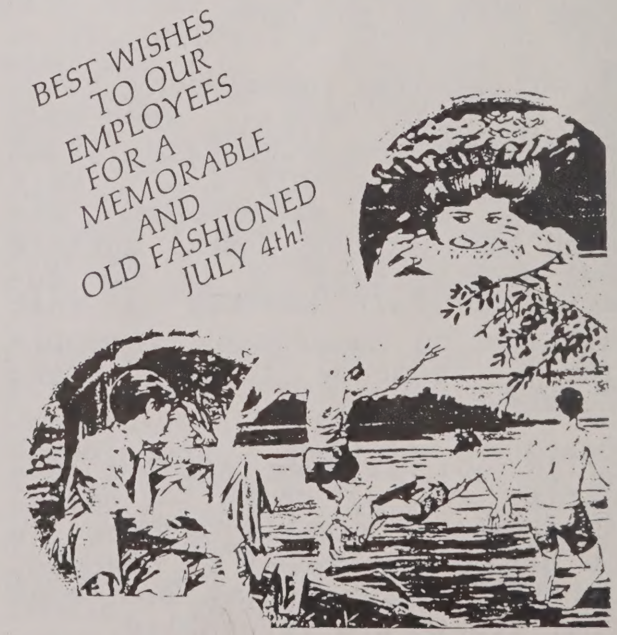
1974 Toyota Corolla. $400 or best offer. Looks like a wreck, but runs great -- very reliable transportation, needs no repairs. Call Doran Howitt of CWCI at (617) 879-0700, x321, or at home at (617) 666-3464.

DENNISPORT RENTAL

Two-bedroom cottage, sleeps 5. Walk to beach, screened porch. No pets. Available last two weeks in August at $360 per week. Please call Valerie Bernas of IDC at (617) 872-8200, x208, or evenings at (617) 877-3272.

VERMONT HOME FOR SALE

A two-bedroom, year-round vacation ranch, wood and electric heat, deck overlooking trout stream, in Vermont. 114 acres of hiking, skiing, fishing, and hunting on property. Perfect, and only $79,900. Call Bill Sell of IDG at (617) 875-5000, x444.



IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

July, 1984

TOPIC: POWER MANAGEMENT

DATES: July 30-31, 1984; Mark Hopkins Hotel, San Francisco, CA.

COST: $945 per person.

This seminar is presented by the University of Pennsylvania's Wharton School. In this seminar you'll get the rare opportunity to gain access to that which is beyond the basics of traditional management training. You will learn the base of power, study examples of effective influence strategies, analyze case studies, and discuss the politics of implementing change.

TOPIC: MAKING EFFECTIVE ORAL PRESENTATIONS

DATES: July 30-August 1, 1984; The Holiday Inn, Union Square, San Francisco, CA.

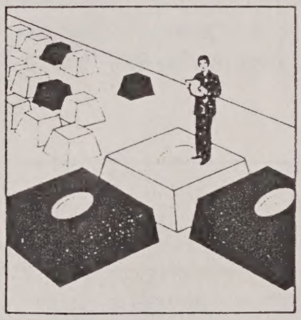
COST: $765 per person.

This intensive workshop by Control Data Institute is designed to make your oral presentations more interesting, powerful, and effective. The program includes confidence building exercises, team and individual practice presentations, and personal help.

TOPIC: FUNDAMENTALS OF COMPUTING AND DATA PROCESSING

DATES: August 16-17, 1984; The Hyatt Regency, Los Angeles, CA.

COST: $895 per person



The Wharton School of the University of Pennsylvania offers an exciting two-day seminar on the effective use of management information systems. Intended primarily for senior corporate executives, senior analysts, and professionals who wish to learn about information and management, computer technology, development of applications software, data management, and decision support systems.

TOPIC: ASSERTIVENESS FOR SUCCESS

DATES: August 23-24, 1984; The Holiday Inn, Union Square, San Francisco, CA.

COST: $585 per person.

Control Data Institute presents this seminar, designed for those who would like to learn to exercise greater influence on others, resolve conflict situations, strengthen leadership image, and deal with confrontations more effectively.

TOPIC: DEVELOPING LEADERSHIP SKILLS FOR SUPERVISORS

DATES: September 10-13, 1984; Holiday Inn Westwood Plaza, Los Angeles, CA.

COST: $890 per person, company teams of 3 or more at reduced rates.

Sponsored by the American Management Associations, this 4-day seminar is designed to help strengthen your leadership skills, combine tact with authority and build up morale, and increase team productivity dramatically. The course outline includes many topics such as: Elements of leadership, How to improve communications, How to maintain discipline, and How to strengthen your entire team's morale and job satisfaction.

TOPIC: WINNING WITH PEOPLE

DATE: August 22, 1984; The Sheraton Fisherman's Wharf, San Francisco, CA.

COST: $185 per person; groups of 2 or more at a discounted rate.

The Learning Institute, Inc. announces a dynamic one-day workshop to provide you with new skills to improve your relationships, enhance your career, deal skillfully with problem people, and increase your confidence and effectiveness on the job. You will learn to develop a winning communications style, how to gain confidence and responsibility, and how to prevent and handle conflicts. Many "people problem" topics will be discussed.

INFORMATION REQUEST COUPON

Name: ____________________

Company: ____________________

Address: ____________________

____

Telephone: (   ) ____________________

Seminar Info. Requested: __________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 23 June 25, 1984

IDC Presents the MicroCollection

IDC has provided reliable data and opinions on market trends and competitive strategies to microcomputer professionals for the past 20 years. They have supplied industry leaders with the type of information necessary to determine realistic production, distribution, marketing and sales expectations, and now, IDC has developed a new micro research series -- The MicroCollection.

The MicroCollection combines all of IDC's expertise into seven focused and highly-informative programs for the microcomputer industry professional.

MicroFocus research is designed to provide valuable information to industry executives on business planning, strategic market planning, industry and acquisition analysis and product development.

The MicroGuide collection examines tactical issues in moving microcomputers, and software and services through distribution channels to the end user. It

Continued on Page 6

INTERNATIONAL DATA CORPORATION
The MicroCollection
INFORMATION SERVICES FOR THE MICRO PROFESSIONAL

Full House at LINK Conference

LINK Resources' Executive Conference on May 31st turned the Sheraton Center in New York City into a packed house. Entitled "New Communications Strategies: Technology and Profits," approximately 150 attendees took part as LINK Resources' senior staff and top notch industry experts examined the impact of new communications technologies. Specific topics of discussion included electronic mail, terminals, audiotex, and competition in local distribution.

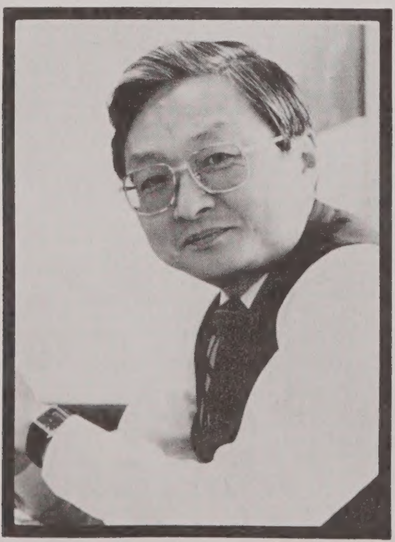
PAT MCGOVERN, Chairman of IDG, the parent company, and HAINES GAFFNER, President of LINK Resources, provided the opening

Continued on Page 7

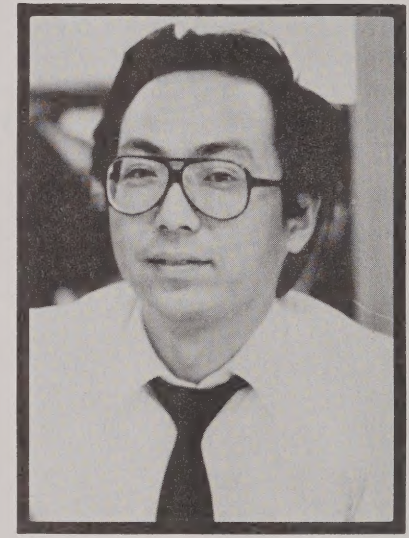
Computerworld Japan

This week's "Spotlight" section features the staff of Computerworld Japan. CWCI Japan produces two magazines, namely Computerworld Japan, a weekly magazine for computer professionals and computer industry executives, and PersoCom World, a monthly magazine dedicated to personal computer users. Next week's issue will feature the staff of PersoCom World.

SHUJI MIZUGUCHI is President of Computerworld Japan, Inc. and Publisher of Computerworld Japan. He is also responsible for general administration at CWCI/Japan. Shuji started his journalistic career at Dempa Publications, Inc., and later assisted in launching Computopia. He also established Most & More Company, a computer-related consulting firm. A 1961 graduate of the College of Electro Communication in Telecommunications, Shuji has one son and one daughter, both in their late teens. In his leisure, he enjoys playing tennis and badminton.



Shuji Mizuguchi



Katsumi Tanaka

The person responsible for editing Computerworld Japan is KATSUMI TANAKA, Managing Editor. Katsumi's duties include interfacing with CW/Japan's production team. Majoring in Electronics Engineering, Katsumi graduated from Chuo University in 1976, and started his career as a newspaper reporter at Dempa Publications, Inc. The father of three-year-old triplet daughters, he spends his spare time playing Shogi, Japanese chess.

TAKASHI SHINOHARA is Assistant News Editor for Computerworld Japan, and was previously with Soryusha Company, an editorial production service company.

From Page 2

Takashi graduated from Meiji University in 1982, majoring in Politics, and enjoys reading and listening to jazz.

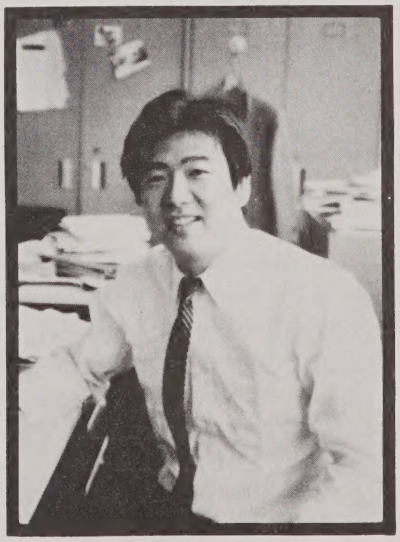
SHIGEO ONOMURA is Computerworld Japan's Advertising Sales Manager, and is responsible for increasing advertising revenues for the publication. Prior to joining CWCI/Japan, Shigeo was in charge of personnel and sales planning at Kanematsu Nixdorf Computer Company, Ltd. He is a 1971 graduate in Economics from Tokyo University. Previously a weight lifting champion, Shigeo is now a golf enthusiast.

Shigeo Onomura

Copy Editor for Computerworld Japan is KAORU SUNADA, who is responsible for gathering and writing articles related to office automation and the microcomputer industry. Previously, Kaoru majored in Physics at Chiba University and received her B.S. degree in 1979. She started her journalistic career at Business Communication, Inc. as a writer for the weekly Business Machine News. Kaoru, who is married, enjoys playing softball.

Kaoru Sunada

KIMIKO NIWA is a Copy Editor for Computerworld Japan, in Systems and Peripherals. She is also responsible for sending international news to CWCI. Previously with the Institute of Yano Economic Research, Kimiko did market research for 4 years. She graduated from the Tokyo College of Foreign Languages in 1979, majoring in German Literature. She enjoys archery and pop music.



Susumu Shono

Staff Writer SUSUMU SHONO is responsible for writing news articles for Computerworld

Continued

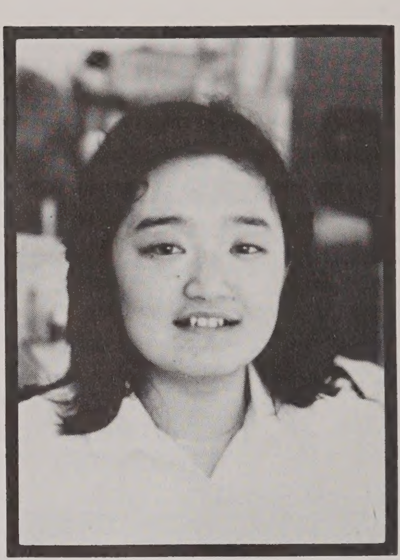
From Page 3

Japan. Previously employed with Marubeni Textile Material, Inc., Susumu graduated from Kansai University in 1976 majoring in Economics, and attended Sangamon State University in Springfield, Illinois for two years. Susumu is an avid baseball fan and favors the Hanshini Tigers team.

TOYOKO OHMINATO, Bookkeeper, is responsible for keeping all financial records of CWCI/ Japan. Previously with Pola Cosmetic, Inc. in charge of customer service, Toyoko attended Otsuma Women's College majoring in Literature. In her spare time she enjoys dancing, cooking, and knitting.

Toyoko Ohminato

KAZUMI EGUCHI is a member of the Circulation Department. She is responsible for processing orders and invoices of new and renewal subscribers, and working on the telex. She graduated from Aoyama Gakuin University in 1984, majoring in Japanese history. Kazumi enjoys skiing, tennis and baking.



KAZUMI EGUCHI

SATOMI NARUSHIMA, Circulation Assistant, is responsible for receiving circulation orders and renewal processing. A 1983 graduate in Home Economics from Wayo Women's Junior College in 1983, Satomi enjoys baking cookies, skiing, playing tennis, and collecting manicure sets and perfumes.

Satomi Narushima

KAZUHIRO HARA, Advertising Sales Assistant, is responsible for generating and selling advertising space in Computerworld Japan. Prior to joining CWCI/

Continued

From Page 6

MicroStore looks at the micro retailing industry. Key issues include product selection process, support requirements, retail distribution policies and shipment trends.

MicroEurope encompasses all aspects of the microcomputer industry in Western Europe. Produced by IDC Europa Ltd., it addresses issues such as distribution and software development strategies, market statistics, local vendors and applications, hardware technologies, and user market characteristics. The research includes three volumes focusing on the areas of business/professional, scientific/technical, and home/hobby.

MicroNet draws on IDC's expertise in communications and focuses on key areas such as micro-mainframe links, user network policies, integrated system development, and communications standards.

Each of these series provides the industry executive with common program elements, including an unlimited telephone inquiry service, market trends bulletins, micro systems newsbriefs, and complementary attendance at IDC's annual Micro Conference and at the annual Briefing Session.

LINK Conference

From Page 1

for the conference. The electronic mail session provided a complete industry overview with representatives from almost all the major E-mail providers, including GEISCO, Tymshare, U.S. Postal Service, GTE/Telenet, Western Union and ITT Dialcom.

STEVE SIECK, Director of Research for LINK Resources, led the presentation by speaking about the findings of a recent LINK survey of personal computer communication users.

The session on terminals provided an excellent forum for releasing some of the findings of LINK's 1984 New Media Consumer Survey.

The most exciting session of the day was easily the audiotex session. The presentations included live demonstrations of Dow Jones' DowPhone and Dun & Bradstreet's DunsVoice, as well as Digital's DECtalk.

The session on competition in local distribution focused on alternative local loop distribution strategies and included discussions of cable transmission, as well as a discussion of digital terminal systems (microwave transmission).

80 Micro Announces Contest

80 Micro magazine, published by CW Communications/Peterborough, has announced its 1984-1985 Young Programmers Contest. Aspiring programmers, 18 years old and younger, are eligible to win one of ten cash prizes, including the Grand Prize of $300.00. Winners will be announced in the February 1985 issue of 80 Micro.

The editors plan to publish the Grand Prize winning entry and the three First Prize winning programs in 80 Micro. The programmers will receive both the cash prizes and the amount that 80 Micro normally pays for publication rights. The remaining six winning programs will be

Continued

From Page 7

considered for publication. Honorable Mention recipients will win complementary subscriptions to 80 Micro. Their programs will also be considered for publication.

The editors of 80 Micro will judge entries in three age categories: 11 and under, 12 through 14, and 15 through 18. Entries can be written for the TRS-80 Model III, Model 4, or Model 4P, and will be judged on the basis or originality, documentation, and program elegance. Full contest details and entry blanks are being published each month in 80 Micro prior to the entry deadline of October 1, 1984.

80 - MICRO

CW In The Making

Under the direction of CWCI's Publications Operations Committee (POC), a 90-minute presentation is being planned for this fall on the PUBLISHING PROCESS OF COMPUTERWORLD. The presentation will concentrate on editorial, display, advertising, classified advertising, production, and distribution departments in terms of how they are structured, how they operate, and how they interact to produce an issue of Computerworld. Arrangements for viewing the presentation are being handled through SUSAN DAMIANO, Personnel Manager.

In addition to the presentation, a 17-minute video tape highlighting the key points of the presentation has been produced. This tape will be shown to new CWCI employees in order to give them an understanding of the mechanics of these departments, and an idea as to how they personally fit into the overall process. Also, a booklet, written in a readable style that follows the video script, is being produced and will be part of our new employee package. The booklet will be available at the fall presentation.

On May 24th, the abbreviated version of the presentation was presented live by FRANK COLLINS, Corporate Advertising Administrator and POC Chairman, and ANNE HADLEY, Display Advertising Supervisor, with slide support from MICHAEL OLEY of AV World to the annual meeting of the Board of Directors. This presentation was very well received.

THE NEWSWEEKLY FOR THE COMPUTER COMMUNITY

COMPUTERWORLD

JUNE 4, 1984

REACTION/ANALYSIS

IBM cabling plan: Untangling the confusion

In Depth
South Carolina no longer a state of information confusion
Follows 84

First User
No hitches in switch to Burroughs A 9. Atlanta firm reports/**5**

Write or wrong?
Does computerized mail offer an unfair advantage to incumbents in the U.S. House?/**14**

This user knows what it will do when quake hits

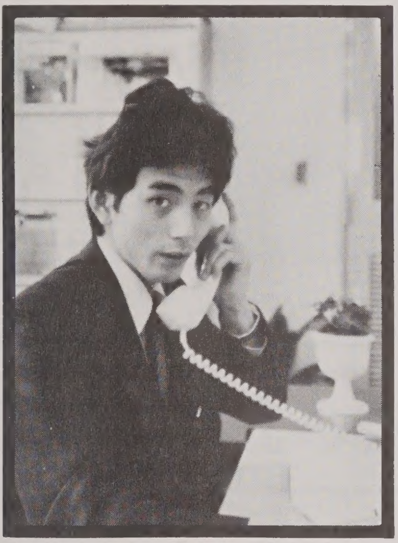
TOP OF THE NEWS

Cobol-80 moves one step closer to acceptance

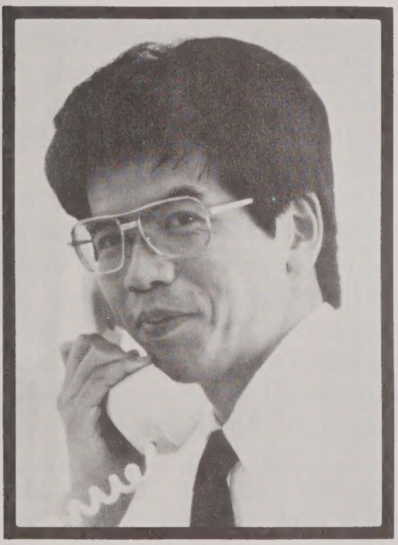
In addition, a European format of the video presentation was created and shown at CWCI's International Managers' Meeting in Austria.

From Page 4

Japan, Kazuhiro was employed by SS Drug Company where he was in charge of interfacing drug retail stores. A 1979 Economics graduate from Nippon University, Kazuhiro enjoys playing the guitar and listening to good music in his spare time. He is also a classic car enthusiast.



Kazuhiro Hara



Nobuo Orihara

Computerworld Japan's Advertising Sales Assistant, NOBUO ORIHARA, is responsible for selling advertising space in the publication. Nobuo graduated from Sophia University in 1977, where he majored in Business Administration. Prior to joining CWCI/Japan, he was employed with Yano Economic Institute Company, Ltd. where he was involved in marketing. Nobuo enjoys all sports, especially tennis.

YASUO TACHIBANA is responsible for generating new advertisements for Computerworld Japan. Yasuo was previously with Nichibei Blind Company for two years. He graduated from Meiji Gakuin University in 1982, majoring in econometrics. Yasuo, who is married, enjoys yachting and spends a great deal of time working on a NEC 8001, Mark II computer.

YASUO TACHIBANA

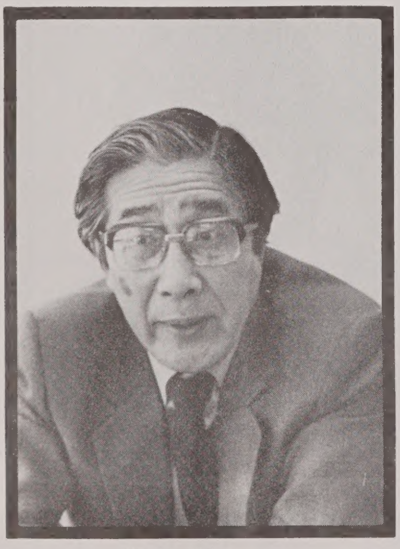
HIRO IRIE holds the title of Consultant on Far East and Asian Operations for IDG. In this position, Hiro assists in operations in the Far East and Asia, especially at Computerworld Japan, Inc. A Physicist by education, Hiro received a B.S. Degree from Yokohama National University in 1957, was a Fulbright Scholar at the University of Illinois Graduate School where he received his M.S. degree, and

Continued

From Page 5

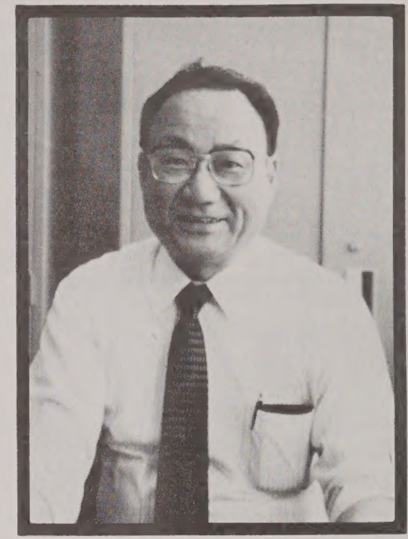
taught at Yale University while working for his PhD. During the years of 1963 to 1970 he traveled the world extensively, and returned to Japan in 1970 where he joined Dempa Publications, Inc. as Executive Vice President. Hiro was credited with establishing Dempa Publications U.S.A. in New York, and concluded an editorial licensing agreement with CWCI which led to the Japanese joint venture in 1973. In 1976 he joined Benwill Publishing Corporation in charge of administration.

Hiro is a train enthusiast, and plays "choo-choo" with his 4-1/2 year old son. He also has two young daughters, one being Yankee-born. In his leisure time he enjoys camping, boating, skiing, motorcycling, and other outdoor activities.



Hiro Irie

HARUYASU NAKAYAMA serves as a permanent part-time employee on the staff of Computerworld Japan.



Haruyasu Nakyama

More News...

MicroCollection

From Page 1

provides information on buying patterns and competitive analyses, advertising, target market selection, and distribution channel management.

The MicroSoftware service covers the entire software industry, addressing such areas as operating system trends, software standardization, micro software marketing, micro applications, and pricing strategies.

MicroHome is IDC's comprehensive look at the home market for microcomputers and related products and services. Based on research of IDC's subsidiary, LINK Resources, it provides critical information on domestic applications, consumer attitudes, home entertainment trends, new electronic media, and information distribution.

Continued

Promotions

Congratulations to IDC's TIM CAFFREY who will become Program Manager of Strategies for Microcomputers and Office Systems effective July 1, 1984. Since joining IDC's User Research staff more than one year ago and becoming Research Manager late in 1983, Tim has consistently proven his ability to get beyond a specific telephone inquiry question to deliver all of the resources which IDC has to offer. His client service reputation is impeccable. He has traveled with success to major SMOS sites for presentation sessions. He has produced thoughtful research and organized, planned, and managed the SMOS budget. Congratulations and best wishes for your continued success!

CWCI is pleased to announce that BRYAN WILKINS has been promoted to Senior Correspondent in the Washington Bureau. Bryan will continue his reporting responsibilities in Washington and the Southeast, but will also temporarily assume administrative duties that formerly belonged to the bureau chief. Congratulations and best wishes, Bryan, for your continued success!

New Employees

CWCI's Editorial Department would like to welcome MITCHELL BETTS, Washington Correspondent for Computerworld. Mitch has been a bureau reporter for Energy User News, a Fairchild publication. He has covered executive agencies, Congress and federal courts on national energy issues affecting business managers. As Government Editor, he coordinated all of the paper's government coverage. Mitch also has experience with the Reston Times, a Virginia-based daily where he covered politics, elections, courts, business, general news and wrote feature stories. Mitch received a B.A. in Mass Communications from Towson State University. He enjoys photography, camping, and graphic arts. Welcome aboard, Mitch!

SARAH LYNN, a Client Service Representative for CPS and COP, is a new addition to the IDC staff. She will be assisting staff members in supporting the client base. Sarah is not entirely new to IDC however, as she was previously a consultant on a variety of projects. Her familiarity with IDC will be a great asset as she steps into a client services role. Prior to IDC, Sarah was a department manager at an Illinois hospital where she was responsible of 25 staff members. She holds a B.A. degree in History from Dennison University and attended De Paul's College of Law. Best wishes for future success, Sarah!

Anniversaries

One-Year Anniversaries

Deborah Bryer, CWCI
Donna Sharee, PCW

Three-Year Anniversary

Bernell Wright, LR

Four-Year Anniversaries

John Barry, PCI
Lynne Matthes, PCI

Continued

Ten-Year Anniversary

Cheryl Gelb, CWCI

Fifteen-Year Anniversaries

Don Fagan, CWCI
Molly Upton, IDC

Tenth Anniversary

CHERYL GELB, Assistant Managing Editor for Computerworld, recently celebrated her 10 year anniversary with CWCI. Chairman PAT MCGOVERN treated her to a traditional luncheon at the Ritz Carlton in Boston. Cheryl began her career with CWCI as a Proofreader in the Editorial Department in June, 1974. She was then promoted to Chief Copy Editor in 1975, and in 1980 she became News Editor.

Cheryl resides in a Brookline condominium and loves to travel. She has been to several exotic locations including Guadeloupe, the Middle East, Africa, and Europe. She previously lived in a Kabutz in Israel for one year.

CHERYL GELB about to head into Boston for the traditional 10th anniversary luncheon with PAT MCGOVERN, CWCI's Chairman.

Congratulations on your ten year anniversary, Cheryl!

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

CONFERENCE MANAGER

CWCI's Conference Management Group has an immediate opening for a full-time person to recruit speakers for the large annual Communications Networks Conference and other programs, to provide support, follow-up, and develop written material for promotion and program guides. Responsibilities will include initiating your own contacts for speakers via telephone, and administration of speakers selected by the Conference Director and session chairpersons. Skills required include typing, an organized approach to work flow, ability to work in detail and to meet deadlines. Interest in technological issues helpful, as would several years of experience in adult/professional education, seminar production, meeting planning, and promotion. To apply, please send your resume or letter of interest to Nancy Hedges, CWCI/CMG, Box 880, Framingham, MA 01701.

SENIOR EDITOR, APPLICATIONS

InfoWorld is looking for an experienced and talented editor to handle "Using Micros and Communications," in addition to other sections of the magazine. The position calls for editing experience with a news publication, some familiarity with personal computer applications and/or user groups, and a demonstrated ability to handle deadlines and pressures of a weekly magazine. Responsibilities will include developing story ideas, working with free-lance and staff writers and reporters on assigned stories, editing stories, and developing new features and columns. Contact Sandy Reed at InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025. (415) 328-4602.

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 22 June 18, 1984

Canada Celebrates Double Launching

June 5th, 1984 was an eventful day for the offices of CWCI Canada when Rattray Publications, Ltd., the Canadian publishing company in association with CWCI, announced the debut of two magazines serving the Canadian computer industry.

ComputerWorld Canada

When it matters...make it MEMOREX Flexible Discs

PREMIERE ISSUE

$1.25

New R&D High Tech Firm Brings $70 Million Punch To B.C.

INSIDE

Software & Services 12

Takeover Unsuccessful

Waterloo Gains Internatior Spotlight With Two Multi-M Dollar Deals

NEWS HIGHLIGHTS

PC WORLD CANADA

PREMIER ISSUE

IBM's Portable Everything the PC Has–To Go!

Compatibility Guide to the Work-alikes

Preview Olivetti's M24–Worth Waiting For

Exploring Jr's Great Graphics

Take a Tour of Public Data Bases

ProKey: Cure For Keyboard Boredom

ComputerWorld/Canada, a biweekly tabloid newspaper targeted toward the Canadian EDP professional, and PC World/Canada, a monthly magazine directed to users of IBM and IBM-compatible personal computers, were proudly presented at the launching ceremonies held in Toronto.

PAT MCGOVERN, Chairman of CWCI, TIM MCNEILL, IDG's Vice President of Corporate Development, and MARION KIBBEE, Assistant to CWCI's President, were on hand for the celebration of the two publications. ALLAN WHEELER, President and Publisher for Rattray Publications, was offered hearty congratulations by Pat McGovern for the excellent quality of the magazines, the highly talented staff he has assembled, and the unparalleled, simultaneous start-up of two publications. Pat then spoke about the importance of Canada in the global computer industry as the seventh largest producer of goods and services related to computers.

Spotlight

IDC Washington Division

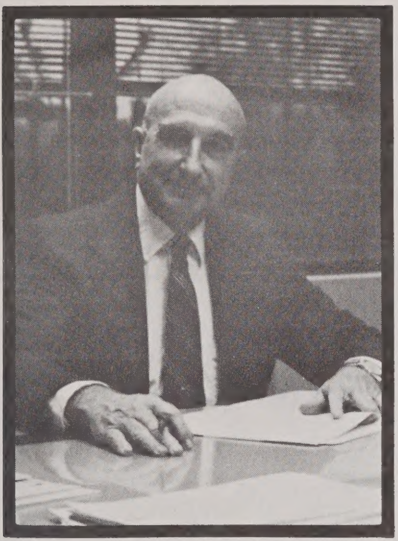
IDC Washington develops unique products and services geared to the needs of the Federal Government and to those companies marketing computer-related products and services to the government. Communications Technology Service (CTS), IDC Washington's user-oriented communications program, is geared to fulfill the information needs of telecom/MIS executives as well as the key managers responsible for providing voice and data communication services in industry and government. Another IDC service, the Procurement Information Management Service (PIMS), monitors and analyzes the entire computer and telecommunications industry associated with the Federal Government.

There are many people responsible for IDC Washington Division's contribution.

Marina Young

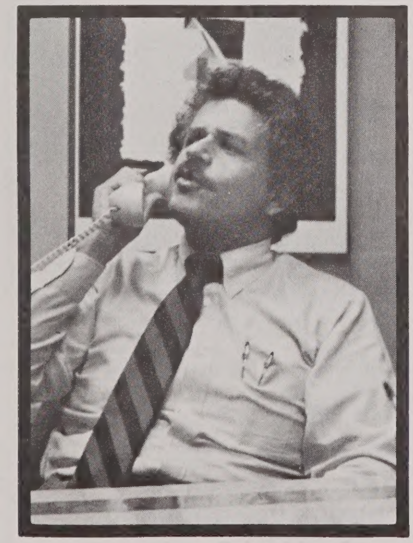
MARINA YOUNG, Vice-President and General Manager of IDC Washington, is responsible for administrative management of research, marketing, and sales of Washington products and services, as well as sales of the entire family of IDC services and products to federal, state, and local government, educational institutions, associations, and embassies. With the company since September, 1976, Marina also participated in the development and sale of IDC's first user oriented service, the Information Systems Planning Service (ISPS). In her spare time Marina enjoys tennis, dancing, and gardening.

Providing leadership for PIMS is GEORGE "WHIT" DODSON, Director of Research. Whit began with IDC Washington in June, 1980. He is responsible for creating and administering the rules and regulations for buying all information processing products and services for the U.S. Federal Government, along with the day-to-day operation of the PIMS program. Whit is a former Chairman of the American National Standards Institute's Information Systems Technical Advisory. A retired Lt. Colonel in the Marine Reserve, he holds an LLB degree from Vanderbilt University.



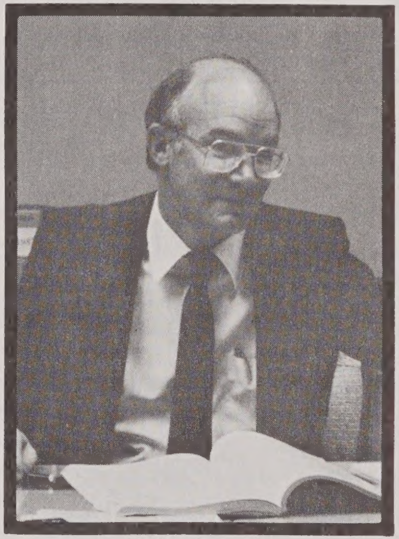
Whit Dodson

Heading up the Communications Technology Service (CTS) is GEORGE DESALVO, Director. George joined IDC Washington in October, 1983. He holds a BSEE degree from N.Y. Polytechnic Institute and worked toward his Masters in Computer Science at the University of Michigan. He is also a member of the IEEE Computer Society. An avid bluewater sailor and ocean racer, George will be spending his vacation this year sailing his sloop north from Florida.



George DeSalvo

ROBERT DORNAN has served as Director of PIMS since April, 1982. His responsibilities include managing the PIMS program, providing client service, and writing or editing much of the PIMS publications. He was responsible for obtaining the recent Navy contract for technology assessment, and is currently pursuing several other major government contracts. Bob earned a B.S. degree in Math from Pennsylvania State, and a M.S. degree in Computer Systems from American University.



Bob Dornan

RAYLENE JORGENSEN, Manager of Government and Educational Sales, is one of the original IDCers in Washington. Government sales is her primary responsibility -- prospecting and closing deals for all of IDC's continuous information services. Raylene deals with universities which she finds are, at this point, a relatively untapped territory. She has thus far finalized sales with Duke University and with the State of Alaska. Raylene is presently finalizing two Master's degrees, one in Choreography and the other in Performing Arts Administration, at American University.

Raylene Jorgensen

MARJI CLARK, Product Marketing Representative, just celebrated her one-year anniversary with IDC. Marji began as the receptionist, and has since become a "jack-of-all-trades." She is in charge of the User Briefing Session taking place in December, 1984. Her other responsibilities include writing promotions and press releases, telemarketing reports, and creating charts, graphs, and illustrations for the Washington publications. She has also started up the extensive prospect files, and is in charge of circulation management of the PIMS Advisory. Marji has a B.S. degree in Clothing, Textiles, and Related Arts from Virginia Polytechnic Institute, with a minor in Business Administration. In her free time, Marji can be found at Jazzercise or sitting on the beach, reading or painting.

Marji Clark

TISH KASHANI, Research Analyst for PIMS, started with IDC Washington in May, 1982. She is responsible for producing one bulletin per month as well as assisting in research and writing for quarterly reports, and composing sections of the monthly newsletter. Her client service work usually involves data gathering in response to specific questions about the Federal market. Tish has a B.S. degree in Early Childhood Development and has worked with handicapped teenagers. Much of her free time is spent transporting her ten year old daughter to soccer and gymnastics.

Tish Kashani

TRUDY BULLOCK joined IDC in January, 1984 as Operations Manager. Her responsibilities include budget control, preparation of monthly and yearly budget reports for the Washington

Continued on Page 5

From Page 4

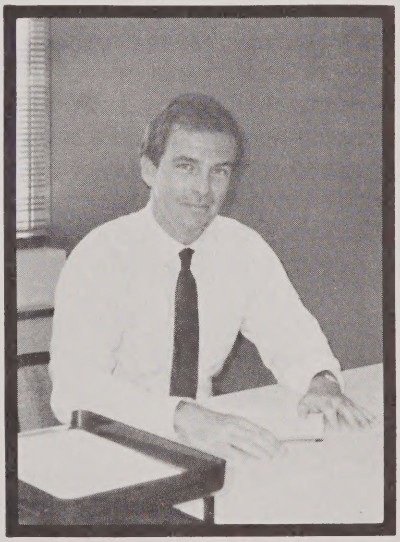
office, and assisting the General Manager with office management and administrative support. She lives in Oakton, Virginia with her husband and two sons, and enjoys golf, tennis, and gardening.

Trudy Bullock

Also with IDC Washington as of January, 1984 is NAN TAYLOR, Production Manager. She is responsible for the editing and distribution of newsletters and bulletins after receiving them in draft form. Her previous experience includes working through a temporary service, and in the word-processing center at George Mason University while attending classes to earn her B.A. in International Studies. A native of the Washington area, Nan has a 16-month old daughter, Kate, who occupies all of her spare time.

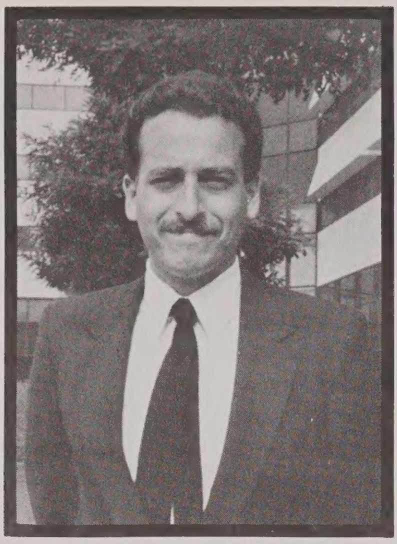
Nan Taylor

RUSSELL E. (JACK) LAMAY joined IDC in March as Director of Commercial Sales, Washington Division. Jack's position includes the direct sale of CTS to commercial firms and PIMS to industry vendors. He will provide support to the IDC Framingham sales force in their efforts to sell both CTS and PIMS to their client base. Jack holds a B.A. in Political Science from UCLA. A decorated Viet Nam veteran, his interests include sailing, skiing, basketball, and tennis, although he is presently occupied with relocating from Richmond to McLean, Virginia with his wife, Yvonne.



Jack LaMay

ANDY ROBBINS, Account Executive, is a recent addition to the Washington Division. Reporting to the Manager of Government and Education Sales, Andy's responsibilities include an assigned territory which comprises both new and existing business. Andy holds a B.A. from American University.



Andy Robbins

TERRY CARDER joined IDC Washington in May as the Receptionist/ Secretary. She offers her bright, enthusiastic southern accent to greet all guests and telephone callers. Terry is responsible for the ordering of supplies, maintaining storage areas, mailings, updating of the marketing department's extensive prospect files, as well as providing administrative support for Operations and Marketing. Originally from Southern Virginia, Terry has been in the Washington area for the past two years, and she loves it. She can be found in her leisure hours working out at the Holiday Spas, or relaxing in the sun with a good book.

The newest member of the Washington Division is BRENDA WALLACE, in the position of Administrative Sales. Brenda handles the renewals of government contracts, and correspondence with prospective clients. Previous to IDC, she worked as a word processing operator. She is currently employed part-time, but her position is soon to become a full-time job. She holds a B.S. degree from George Mason University in Business Administration, concentrating in Information Systems. Brenda is also the proud mother of an 18 month old daughter, Genevieve.

Terry Carder **Brenda Wallace**

Canadian Publications

From Page 1

Computer World Canada
PC World Canada

Pictured from left to right: MARION KIBBEE, ALLAN WHEELER, PAT MCGOVERN, and TIM MCNEILL at launching of Computerworld Canada and PC World Canada.

The offices of Rattray Publications, Ltd. are located at:

101 Queensway West
Suite 140
Mississauga, Ontario L5B 2P7
Canada
Telephone: (416) 848-5570
Telex: 06961298

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

June, 1984

TOPIC: BUILDING TEAMWORK

DATES: June 26, 1984; Hotel Sonesta, Cambridge, MA. Also July 18th; Marriott Twin Bridges, Arlington, Washington, D.C.

COST: $155 per person. Team discounts available.

Fred Pryor Seminars, Inc. offers this seminar to help people work together, designed for management, supervisors, and those interested in establishing/ improving teams in business. You will learn managing for team effectiveness, team unity, how to understand and handle conflict, and how to organize a perfect working team.

TOPIC: THE SECRETARIAL SEMINAR

DATES: June 27, 1984; Sheraton Tara, Framingham, MA. Also July 16th; Ctr. of N.H. Holiday Inn, Manchester, NH; and July 18th, Park Plaza Hotel, Boston, MA.

COST: $96 per person.

Presented by the Keye Productivity Center, this seminar teaches five powerful skills that every secretary should master: How to get along with people, How to handle "impossible" jobs when there's no time, Seeing work as an overall organizational goal, The importance of team work, and Paying attention to detail. Every attendee will receive a free take-home guide book.

TOPIC: MANAGE WITH IMPACT

DATE: June 29, 1984; Sheraton Tara, Framingham, MA.

COST: $150 per person. $140 each for three or more.

This Dun & Bradstreet seminar is designed for managers, supervisors, and office professionals who manage and work with people. You will learn to improve productivity through priority planning, build alliances, keep performances on track, turn employee resistance into positive cooperation, and create opportunities for workers to excel.

TOPIC: DEVELOPING EFFECTIVE SUPERVISION

DATES: July 9, 1984; The Copley Plaza, Boston, MA. Also July 11th, Marriott's Essex House, New York, NY.

COST: $150 per person. $135 each for three or more.

Another of Dun & Bradstreet's seminars, this session will teach you how to become a confident leader, expand output of each employee, anticipate and solve problems, gain the respect of others, and prepare yourself for promotion.

TOPIC: EFFECTIVE BUSINESS WRITING FOR SECRETARIES

DATES: July 11, 1984; The Harley of New York, NY. Also July 13th; The Copley Plaza Hotel, Boston, MA.

COST: $150 per person. $135 each for three or more.

The program outline of this Dun & Bradstreet course includes: Successful Writing & How It's Done, Constructing Letters That Insure Reader Attention, Writing Clear & Complete Memos, The Special Techniques of Preparing Reports and Minutes, and Adding Impact to Your Message.

TOPIC: TIME MANAGEMENT

DATES: July 13, 1984; Sheraton Center & Towers, New York, NY. Also July 16th; Park Plaza Hotel, Boston, MA.

COST: $98 per person, discount coupons available.

Padgett Thompson offers a one-day seminar where you will learn to recognize and overcome time wasters, learn basic strategies for improvement, and learn to manage yourself. This "action" plan works at once and keeps on working long after.

TOPIC: THE SUPERVISOR AS A SUCCESSFUL MANAGER

DATE: July 17, 1984; Lenox Hotel, Boston, MA.

COST: $165 per person. Team discounts available.

Presented by the American Center for Management Development, this program will teach you how to become a successful manager, manage your time for maximum results, use effective motivation techniques, reduce and solve conflicts, and develop effective communications skills.

TOPIC: EFFECTIVE TIME MANAGEMENT

DATE: July 24, 1984; Back Bay Hilton, Boston, MA.

COST: $165 per person. Discounts for three persons or more.

The American Center for Management Development presents a seminar where you can dramatically improve your daily success. The program outline includes: Developing a Positive Realistic Attitude About Time, How to Take an Accurate Time Log, How to Establish Realistic Goals, How to Improve the Performance of the Team, and much more.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: (   ) ______________________

Seminar Info. Requested: ________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

More News...

inCider: A New Focus

Plans to refocus the editorial content of the monthly magazine inCider were recently announced by CWCI/Peterborough. According to inCider's Editor-in-Chief, PAUL QUINN, the magazine, having previously addressed users of all Apple Computer systems, will now be devoted solely to coverage of the Apple II family of systems (Apple II, Apple II Plus, Apple IIe, and the recently introduced Apple IIc) beginning with the July 1984 issue.

Effective with the July 1984 issue, the magazine will bear the title inCider: The Apple II Journal, and will sport a new cover format and a redesigned interior layout. In addition to the change in coverage and title, inCider will emphasize off-the-shelf software solutions and methods for increasing personal productivity, and will adjust its technical level to accommodate the beginner and intermediate computerist.

inCider
The Apple II Journal
The IIc: A Look at America's Hottest New Pickup
Steve Wozniak: Memoirs of an Upstart
How to Pick the Right Software for Your Kids
Run Atari Classics On Your Apple

The July 1984 issue will feature an in-depth report on the new Apple IIc transportable computer, as well as an exclusive and candid interview with Steve Wozniak, co-founder of Apple Computer.

The editors have also announced new columns designed to carry out the revised editorial approach: "O'Brien's Journal" will evaluate the extensive amount of software and peripherals available for the Apple II, "The Glau Report" will review three competing software packages each month, "The Applesoft Advisor" will provide an on-going course in Applesoft Basic Language, "The Learning Machine" will be presented to parents who wish to buy the appropriate home education software for their children, and "The Game Reserve" will include evaluations on recently released Apple video games. The inCider editors will also contribute columns of their own, including opinion, reviews, new product information, programming hints and techniques, and answers to readers' questions.

Successful European Briefings

IDC sponsored several Spring Information Industry Briefing Sessions last month in seven great European cities where attendees were able to collect more industry information about Europe in one day than many other sources offer in one year!

Attendance in all countries was reported to be excellent. Topics of popular interest included a European market overview, software markets, user perspective of micros, the impact of

Continued on Page 8

From Page 7

the Japanese information industry, PC markets, and more. The whole, successful event was stage managed and co-ordinated by PAUL HOMER, of IDC Europa.

IDC's first Briefing Session in The Netherlands attracted over 120 attendees. IDC's President, PETER ROWELL, opened the session in Amsterdam, mentioning that IDC Benelux had set a new record in the number of attendees who visited an organized briefing session for the first time. IDC Benelux, still an agency of IDC Europa, will be established as a full subsidiary of IDC in July of this year.

The German Briefing Session was also a great success. The number of attendees at the Frankfurt session increased from 120 attendess in 1983 to 202 attendees in 1984! ERIK HARGESHEIMER, Managing Director of IDC Deutschland, and his small staff are very proud of the increased reputation of the IDC Briefing Session during the last three years, and extend a hearty welcome to all in 1985 in Frankfurt!

"THE MICRO MEETS THE MAIN-FRAME"

More than 200 people attended the IDC France Briefing Session. PATRICK MCGOVERN, Chairman of IDC, and YVES DELACOUR, Managing Director of IDC France, opened the session. First-time speakers, YUJI OGINO, Managing Director of IDC Japan, and SYLVIE BENCH, Director of Consulting Service of IDC France, presented valuable information which was very well received.

IDC Iberia S.A., our Spanish subsidiary, boasted over 100 attendees at their Industry Briefing Session. VICTORIO SANCHEZ, President of IDC Iberia, opened the inauguration and introduced PAT MCGOVERN as the first speaker. Other speakers included WILL ZACHMANN, Vice President of Office Technology Assessment for IDC; JACK HART, Director of Professional Services for IDC; and YUGI OGINO.

In London it was particularly satisfying to see many of the 140 attendees back again for the Fourth United Kingdom Annual Briefing Session. The atmosphere at the London session was a bit more informal, largely due to the staff who are in regular contact with many of the attendees throughout the year.

Peter Rowell opened the sessions in Stockholm and Copenhagen, where attendance was also improved by 100% over last year!

Congratulations to all of IDC, and a special thanks to the local country managers and their staff for their warm hospitality!

Record Attendance at Spring Conference

IDC recently held its 1984 Spring Executive Conference at the five-star resort, The Pointe at Squaw Peak, in Phoenix, Arizona. Approximately 300 people attended the conference. JOE LEVY, IDC's Vice President of Corporate Marketing, declared, "It was the most successful Executive Conference in IDC's history in terms of number of paid attendees!" The results of the rating sheets on the Conference

Continued on Page 9

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were most impressive. A majority of respondents rate IDC's Spring Conference better than most.

The Spring Conference, "Personal Computing: Productivity Tool for Business," focused on bringing attendees up-to-date on personal computer productivity, its potential as an executive tool, and its wide range of business applications, as well as successful strategies for its implementation. WILL ZACHMANN, Vice President of Office Technology Assessment at IDC, received a most enthusiastic reception for his talk on PC architecture. The program included presentations from key CEO vendors on market strategy, their evaluation of user needs, and their valuable insight into future PC applications; and leading-edge user talks on the use of PCs in the office, administrative, engineering and professional environments.

As traditional, a "Special Event" party was held for Conference attendees. Every year the theme of the party is unique (and, of course, "top secret"), and this year was no exception. Attendees enjoyed Mexican Fiesta Night at Rustlers Roost, complete with margaritas. Guests were chauffeured to the party on buses where a mock holdup was staged and one person taken hostage from each bus. All in all, the Conference participants enjoyed the event and were returned safely to the hotel at the evening's end.

"PERSONAL
COMPUTING:
PRODUCTIVITY
TOOL
FOR
BUSINESS"

Promotions

IDC is pleased to announce the recent appointment of LEN RUST as Director of Australia and South East Asia. In addition to his role as Managing Director of IDC Australia, Len will take on responsibility for operations and the development of IDC's business in Asia, with the exception of Japan. Len joined IDC in 1979, and since then has expanded IDC Australia from fledgling consultants to the largest and most respected market research and consulting group on the information processing industry in Australia. Congratulations on your appointment, Len, and best wishes for future success!

CWCI/Peterborough recently named PAUL QUINN as Editor-in-Chief of inCider: The Apple II Journal. Paul's primary responsibility in this position is the successful implementation of inCider's strategic repositioning program. Paul, who served as inCider's Senior Editor since early 1983, began his career with CWCI/Peterborough in 1980 as Managing Editor of Selling Micros, a trade journal serving microcomputer retailers. Congratulations on your recent appointment, Paul!

People

Congratulations to MAUREEN SULLIVAN, Classified Production Assistant at CWCI, on her recent marriage to Pat Falzone, Electronics Repair Technician at Raytheon. The couple wed on Friday, June 15th, at Saint Pious Church in Lynn with a

Continued on Page 10

From Page 9

house reception party immediately following the ceremony. Maureen and Pat plan a July honeymoon in Bermuda. Congratulations and best wishes to both of you.

New Employees

IDC extends a warm welcome to DON BEST as Account Executive for the Eastern Region. In this position, Don will work out of the Paramus, New Jersey office and have responsibility for the sale of IDC products in the New York, New Jersey, and Connecticut area. He comes to IDC from Frost & Sullivan where he was responsible for selling market research services to Fortune 500 companies in the data processing and communications industries. Don received his B.A. in Psychology from Trenton State College. Welcome aboard, Don!

A welcome new addition to CWCI's Corporate Systems group is JACQUELINE CASALEGNO who has been hired as Department Assistant. Jacqueline, a graduate of the University of California in Santa Cruz, recently moved from California and now resides in Sherborn, MA. In her spare time she enjoys music, walking, and cooking, as well as spectating at auto races. Welcome to CWCI, Jacqueline!

CWCI welcomes ADAM YORKS to the CWCI Mail Center. Adam has just finished two years at the University of Massachusetts and will be attending Framingham State College at night beginning this summer. Welcome aboard, Adam!

Welcome to CHRIS BORDEN, Copy Editor on Infoworld's Menlo Park editorial staff. Chris is a recent graduate of the journalism program at San Jose State University. He gained some of his experience at the Long Beach Independent Press-Telegram, the Ames Research Center, and most recently as a copy editor for Sparks Newspapers.

Anniversaries

One-Year Anniversary

Bobbie Leach, PCW

Three-Year Anniversaries

Robert David, PCI
Camille Massey, PCI
Carolyn Wilki, LR

Four-Year Anniversary

Cynthia Delany, CWCI

Six-Year Anniversaries

Susan Dovi, CWCI
Debbie Sobin, IDG

Eight-Year Anniversary

Theresa LeBlanc, IDC

Fitness Focus

A Caution to Weekend Athletes

Those weekend athletes who wait to exercise until Saturday or Sunday may be doing themselves more harm than good.

Continued on Page 11

From Page 10

Those who exercise only randomly run a higher risk of orthopedic injury and do not realize that there are comparatively small cardiovascular effects by exercising only once a week. It is impossible to get in shape over the course of one weekend and one is more likely to be sore and miserable Monday morning.

Here are some tips:

- If you're over 35, consult a physician before planning an exercise program.
- Select an exercise that you enjoy, and set up a 2-3 day per week workout schedule
- Drink plenty of fluids before, during, and after each workout.
- Begin your exercise activity in moderation.
- Go out to have fun. When the fun stops, so should the workout.

IDG UPDATE

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Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

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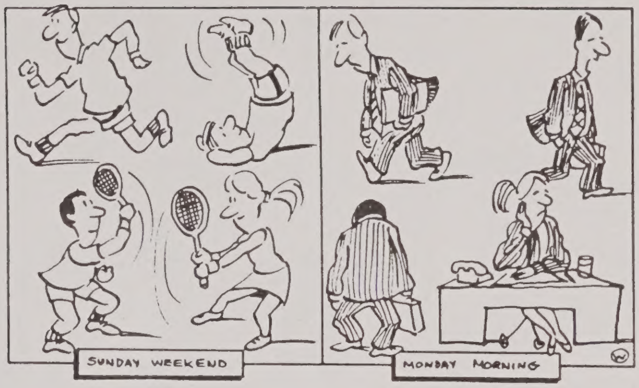

Classified

DESIGNER

Staff position as designer for weekly newsmagazine. One or two years experience in publication design, with established specialty in typography, photo editing, or illustration. Training in graphic design and news experience preferred. Position calls for working with writers and editors to develop ideas, acquiring photos and illustrations, designing pages under tight deadlines, and working with vendors. Please contact Mike Lowe at InfoWorld in Menlo Park, California, at (415) 328-4602.

CLIENT SERVICE REPRESENTATIVE

IDC has an immediate opening for a Client Service Representative for the MicroServices group. Responsibilities will include handling inquiry questions from MicroFocus and MicroGuide client base. This job will require a strong business background with at least two years of marketing experience in the microcomputer industry dealing with vendors and resellers. Please send resume to Evan Moltz of IDC at 5 Speen Street, P.O. Box 955, Framingham, MA 01701.

↑ FILLED

REGIONAL SALES EXECUTIVES

IDC is currently seeking Senior Sales Executives to organize and develop all phases of direct sales. Three to five years of direct sales experience in data processing products and services required. Experience in information processing industry and selling to senior level executives within the user/vendor environment a plus. Please send resume in confidence to Director of Sales/Eastern Region, IDC, 5 Speen Street, Framingham, MA 01701.

CAR WANTED

Looking for a 1981-1983 Toyota Tercel, Honda Civic, Nissan Sentra, or similar car. Call Doran Howitt of CWCI at (617) 879-0700, x321, or at home at (617) 666-3464.

FREE KITTENS

Classic Siamese (M), Siamese with white paws (M), tuxedo (M), Angora Siamese (M), and grey/orange Calico (F). Ready to leave nest June 25th. Must see to believe. Please contact Joanne Capolino of IDC at (617) 872-8200, x286.

IDG
INTERNATIONAL DATA GROUP

People
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Have you recently...

_____ won an award?

_____ been appointed or promoted to a new position?

_____ made a speech?

_____ participated in community activities?

_____ completed a course?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

____

____

____

____

NAME: _______________

DEPARTMENT: _______________

COMPANY: _______________

PHONE/EXT: _______________

ENGAGEMENTS/MARRIAGES:

Name _______________

Dept./Title _______________

Spouse's Name _______________

Date _______________

Place of Marriage _______________

Honeymoon? _______________

BIRTHS:

Name _______________

Dept./Title _______________

Spouse's Name _______________

Baby's Name _______________

Date of Birth _______________

Weight, Length of Baby _______________

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 21 June 11, 1984

Computer Business Launched

CW Publikationen, CWCI's publishing subsidiary in Germany, has announced yet another publication to join the ranks of its successful computer-related publications. Computer Business was launched at this year's successful Hanover Fair '84 in West Germany. The opening event, held at the Computer Business Handels Forum, was organized to introduce the magazine to its readers. Ten renowned representatives from trade, industry, and research held discussions before 100 professional attendees from all sectors of the industry.

COMPUTER BUSINESS

Das Magazin für Handel, OEM, Software- und Systemhäuser

Marketing-Serie

Das Hardware-Geschäft muß nicht hart sein

Verkäuferschulung

Was steht hinter dem Fenster?

„Macintosh erst der Anfang"

Gespräch mit Apple-Chef Mike Spindler

Sortiment

Wie schmecken dem Handel die neuen Apple-Sorten?

Hannover-Messe

CeBIT 84 setzt Maßstäbe: Freundliche Bedienung gefragt

PC und sein Junior

IBM sucht noch nach der Mikro-Identität

Handelsmarketing

Data Becker ist richtig abgefahren

Commodore

Zukunftsvisionen trotz harter Realität

Macintosh 600 000 Mikros pro Jahr, aus modernster Fertigung in Kalifornien, kommen in den Handel

Hannover: Am Rande der Messe

1/84

Computer Business is a monthly magazine dedicated to retailers, OEMs, and software and systems houses in the German micro and personal computer market. Computer Business aims to provide detailed reports on the products and people in the computer industry, offering marketing information and training for computer retailers and sales staff.

According to ECKHARD UTPADEL, General Manager of CW Publikationen, Computer Business has an initial circulation base of 10,000 copies. The 88-page premiere issue was comprised of 58 pages of editorial and 30 advertising pages.

Key members of the Computer Business staff include ULRICH OSTERMANN, Editor-in-Chief; ULF FROITZHEIM, Editor; DAGMAR SLAMA, Editorial Assistant; FREDERIK REHMS, Freelance Writer; KARIN GIFFHORN, Advertising Manager; PETER MOLZL, Sales Executive; BRIGITTE SCHLEIBINGER, Distribution Manager; and SUSE WEBER, Secretary.

CW Publikationen also publishes ComputerWoche, a weekly computer

Spotlight

CWCI Australia

Computerworld Pty. Ltd. is headquartered in Sydney, Australia, with a major office in Melbourne, and two minor offices in Brisbane and Perth. Three Australian publications are produced by this proud group, namely Computerworld Australia, a news weekly for the computer community; Australian Micro Computerworld, a monthly magazine dedicated to the microcomputer user; and Australian PC World, the newest Australian publication dedicated to the IBM PC user.

The staff "down under" of Computerworld Pty. Ltd. are not all Australians by birth, but they are all just as dedicated to the CWCI "cause" in Australia, forming a unit with a fine reputation for professionalism, innovation, and imagination.

ALAN POWER, Managing Director, has been the "architect" of new ventures for Computerworld Pty. Ltd. since 1978. Alan sees himself as being one of the old guard of the CWCI international arena, having seen it grow from a few countries to nearly 30. In addition to supervising in Australia, Alan serves as CWCI's Asia/Pacific Regional Director oversees operations in Asia, and is often found in Singapore. Alan maintains an avid interest in marathon running, although he admits the aim of winning the Boston or New York Marathon seems a little out of reach.

Computerworld
Resource sharing saves $A1m

Alan Power

Barbara Howell

BARBARA HOWELL serves as Alan's General Manager and "right hand man." She has been with Computerworld Pty. Ltd. since its inception, and has progressed from Administration Manager to General Manager. Barbara claims

Continued

From Page 2

she is constantly kept on guard with the challenge of installing an IBM PC with hard disk for her accounting systems. When she finds she has some free time, Barbara likes to entertain with her husband, Roy, enjoying a glass or two of fine Australian wine.

SUSAN COLEMAN has worked her way to the Editorship of Computerworld Australia. She is a Computerworld original, starting as the Melbourne Bureau Chief six years ago. Being extremely knowledgeable, Susan has been said to make interviewees shake nervously when she displays a computer knowledge often superior to theirs. Susan is the mother of two children.

Susan Coleman

Another person with a history behind him at Computerworld Pty. Ltd. is MAX JAEGER, Production Manager. Max was born in Germany, and through his apprenticeship became a fine assembly craftsman. He enjoys soccer and BMWs. In July, Max plans to go back to Germany with his Australian fiancee for their wedding and European honeymoon.

Max Jaeger

Circulation Manager, SHIRLEY INGRAM, joined Computerworld three years ago. Her extremely busy position keeps her well entrenched in circulation management of the newspaper and magazines and "bugs" in on-line systems. Shirley enjoys overseas travel in her leisure.

Shirley Ingram

MIKE WILLIAMS joined Computerworld Pty. Ltd. over one year ago to head up the company's Sales Department. After many years as Sales Director for

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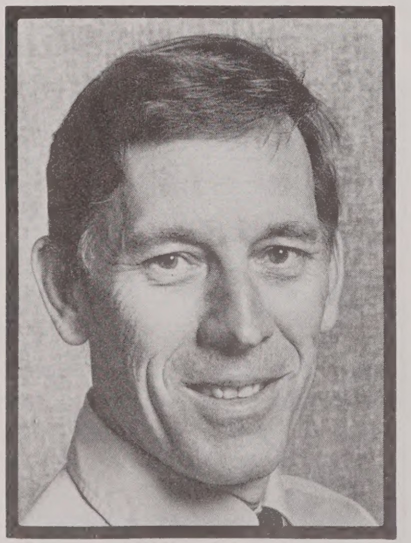
From Page 3

Thomson Publications, Mike followed with a stint as an Ad Consultant. He was then lured to the growing challenges of Computerworld. Mike likes to clear his mind of sales quotas and booking deadlines on the weekends by flying model airplanes.

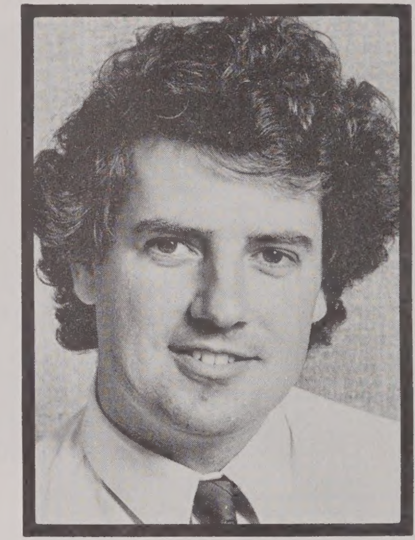
Mike Williams



Mike Harrison

MIKE HARRISON began his career with Computerworld Pty. Ltd. through casual substituting and was then hired to become Sub-Editor of Computerworld. He now serves as Production Editor for the company, with one of his main responsibilities being to install an on-line editorial system.

The Editor of Australian Micro Computerworld is IAN WEBSTER, who joined the company in 1983. Before joining Computerworld, Ian was Software Support Manager for Commodore. He describes himself as an historian rather than a computer magazine editor. Ian is also Editor of CWCI's newest Australian magazine, Australian PC World.



Ian Webster

LESLEY POCOCK, Publisher of CWCI/Australian's Directories Division, began working for Computerworld Pty. Ltd. in the early 1970s. Lesley admits to a deep interest in directories, which has led her to learn programming, allowing her to write many of the directory program's subroutines. When at home in Melbourne, Lesley enjoys time with her husband (a TV producer) and two children.

KEN BEEVER, Marketing and Promotions Manager, performs a multifaceted role which ranges from lifting sales of magazines from the newsstands through reader promotions to organizing CW's first exhibitions. Ken has contributed much to the current

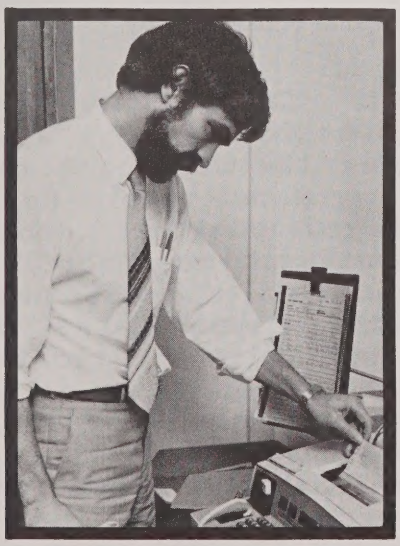
Continued

From Page 4

issues of Australian Micro Computerworld. He plays a mean tune on the clarinet at midweek and on Saturday night dances to complement his orchestrating of promotions in the daytime.

Ken Beever

Manager of the CW Melbourne office and Ad Sales Manager for Australian Computerworld and Australian PC World is DAVID CLARKSON. It is said that he is a constant reminder that time goes by and we all get older, since he was once a student of Alan's at a Technical College in the 1960s.



Peter Scott

PETER SCOTT is Managing Editor of Australian Computerworld. Born in New Zealand, Peter has a science degree in mathematics. After working in copper mines in Western Australia, Peter gravitated into publishing and eventually to Computerworld Pty. Ltd. He recently made a trip to the United States to cover the Pick User Conference in Reno, Nevada.

STEPHEN MOORE is often referred to as the "landed gentry," since his home is on farming property about a five-hour drive north of Sydney. He oversees the operations of special projects of the company, which include company focus publications, Computerworld ventures, and remuneration studies.

Stephen Moore

Manager of Computerworld Pty. Ltd.'s Brisbane office is GEORGE HIBBERT. Here he represents all the company's products. He previously held the responsibility of Southern Region Sales Manager for Computerworld for five years.

More News...

Computer Business

From Page 1

newspaper; MicrocomputerWelt, a monthly magazine dedicated to the German microcomputer user; and PC Welt, a monthly magazine dedicated to the IBM PC user.

The offices of CW Publikationen are located at:

CW-Publikationen, GmbH
Friedrichstrasse 31
8000 Munchen 40
West Germany
Telephone: (089) 3 81 72-0
Telex: (841) 5215350

Pictured from left to right: ULF FROITZHEIM, ULRICH OSTERMANN, DAGMAR SLAMA, FREDERIK REHMS, and SUSE WEBER gather to review the Computer Business premiere issue.

COMPUTER BUSINESS

Das Magazin für Handel, OEM, Software- und Systemhäuser

InCider Features Buyer's Guide

inCider
25 Low-Cost Daisy Wheel Printers: How to Buy the Right One
Tom Snyder Attacks "Trashware"
Ultima III: New Hope for the Dead
Scout Search: Don't Feed the Bears!

This month's issue of inCider magazine contains a special feature, a Buyer's Guide to Low-Cost Letter Quality Printers. The two-part guide is the most up-to-date Guide published by an Apple-specific magazine. Part One consists of a comprehensive tutorial that walks the consumer through the buying decision process. It provides important information on assessing the prospective buyer's requirements, and then explains how to discern which printer will best meet those requirements.

Part Two is an easy-to-read table that presents the specifications of the various printers, including such vital data as print speed, weight, subscript and superscript capability, buffer capacity, interfacing requirements, paper feed, pitch, price, and other critical factors. An accompanying directory provides the name, address, and telephone number of each manufacturer whose product is covered.

NETWORK MANAGEMENT Conference a Smash

Network Management/Technical Control, a newly-created conference and exposition program under the direction of the CW Conference Management Group, won a solid and ready-to-buy audience for its May 21-24 debut in Washington, D.C. Attendance was a healthy 1,350 for the two-day exhibition and four-day conference program.

Network Management/Technical Control conference sessions provided user, consultant, and vendor advice on how to cope with the AT&T divestiture and its effects on network planning, operations, control, and buying decisions, as well as information on how to develop strategic plans, design complex voice-data networks, and how to use personal computers and software in network management and design. NM/TC also featured 50 vendor exhibits in telecommunications, diagnostics and instrumentation, modems and multiplexors, consulting, software services, and personal computer tools.

According to BILL LEITCH, General Manager and Conference Director, "The acceptance of NM/TC as a specific, user-oriented program confirms our feeling that the corporate telecomm and datacomm function has to assume major new commitments for purchase of network management and technical control equipment."

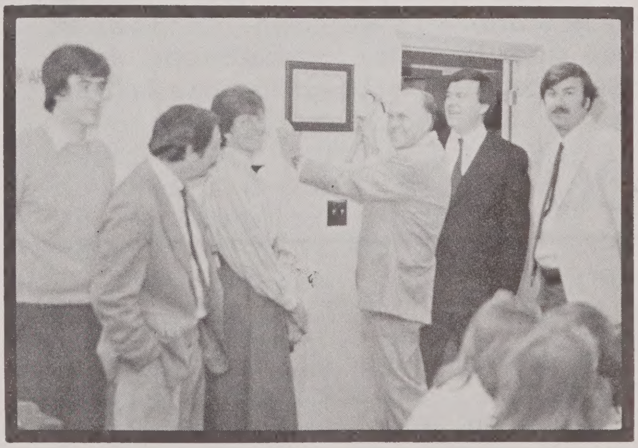
Bookings for two 1985 Network Management shows are continuing strong -- by the close of the Washington show, 65% of Boston's exhibit floor (April, 1985) was committed, and half of Chicago (November, 1985) was reserved.

Special thanks to LOUISE MYEROW, NANCY HEDGES, and NANCY RUBIN of CW's Conference Management Group for performing above and beyond to ensure a successful program, and to IDG's BILL SELL who served as the operations manager during the show. The CW Conference Management Group also sponsors Communication Networks, the fastest-growing telecomm trade show and conference in the U.S.

WGE Assists Computer Club

The new student computer center at Peterborough Middle School opened recently with seven microcomputers bought with a $3,000 donation from Wayne Green Enterprises of Peterborough, New Hampshire. WGE also donated computer books, desks, and computer supplies to go with the seven TRS-80 Color Computers.

Continued



Dedicating the student computer center (pictured left to right) are: WGE Computer Programmer MICHAEL COOPE, Peterborough Middle School Principal NORMAN LAPALME, ConVal School Committee Chairman STORY WRIGHT, WGE President WAYNE GREEN, IDG Chairman PAT MCGOVERN, and Middle School Assistant-Principal Maurice LeFlem.

From Page 7

Peterborough Middle School students, who belong to a computer programming and high technology club at the school, use the CoCos linked in a network system. MICHAEL COOPE, who is a computer programmer at WGE, is the volunteer advisor to the club. "The Peterborough Middle School students in the computer club don't play games," Michael said. "They are learning and programming the elementary commands and functions in the BASIC language," Michael continued, "but soon they will be working on more complex material."

"Before we had these seven computers," Michael added, "there were three dozen students trying to share four computers during three two-hour periods each week. The new machines are really important to us."

Wayne Green, President of WGE, said he is glad of the opportunity to encourage students' interest in computers and technology which may influence some of the students to seek careers in high technology. "The U.S. has been losing its lead in technology and engineering," Wayne said, "but we can turn this around if we can interest young people in computers and similar technological hobbies."

People

This past April, JANE DESBERG and other members of the CWCI's Circulation Department hosted the American Business Press Circulation Committee Meeting. Circulation professionals from companies such as Penton/IPC, Pennwell, Bill Communications, Maclean Hunter, and Cahners & Gorman Publishing were in attendance to review industry and postal happenings. The committee also continued to work on sub-committee projects including a Microcomputer Survey, Circulation Manager Evaluation Form, Industry Standards Schedule, and the Best of the Circulator bulletins. The committee enjoyed a tour of the Circulation Department headed by MARGARET PHELAN. Good work!

Congratulations to KATHY DOYLE of Computerworld's Marketing and Sales Department, and her husband, Joseph Doyle, on the birth of their baby girl, Meghan Kate Doyle. Their 8 lb. 2 oz. bundle of joy was born on March 9th, the same date as the mom's birthday! Congratulations, Kathy and Joseph!

ROBERT BATT, West Coast Correspondent for ComputerWorld, recently gave a speech to 125 Pan Am employees at their Annual Conference in San Francisco. The speech was entitled, "Ending World Hunger -- The Power of Taking a Stand." Congratulations on your commendable efforts, Robert!

Promotions

IDC is pleased to announce that NANCY SCULL was recently appointed as Vice President of IDC's Consulting Group. Nancy joined IDC in 1971 as a Market Research Analyst, and was one of the earliest pioneers of IDC's research into minicomputer markets. Soon after, she was responsible for the launch of IDC's continuous service for the vendor community -- Software and

Continued

Services Information Program (SASI). In 1979 Nancy formed the IDC Consulting Group to handle the numerous custom research and proprietary consulting projects being undertaken at that time. Since then, she has built a team of highly professional consultants whose expertise covers the broad spectrum of the market and whose capabilities are acknowledged throughout the industry. A key member of IDC for many years, Nancy has served on IDC's Executive Staff for the past five years. Congratulations on your appointment, Nancy, and warm wishes for future success!

Congratulations to DIANE GAMBLE on her recent appointment as Vice President of IDC responsible for Link Resources Corporation in New York. Diane joined Link in 1976 as a research consultant in videotex, but soon showed her acumen for sales and was transferred to this area on a full-time basis. In early 1983 Diane was promoted to Director of Sales and Client Service, and later that year was appointed as General Manager and Vice President of Link. Prior to joining Link she worked for the Rockefeller family, handling many of their public relations activities. Congratulations on your appointment, Diane, and best wishes for your continued success!

Congratulations to LISA RALEIGH on her promotion to Senior Writer for Micro MarketWorld. Lisa has worked hard at developing contacts within the software industry and has become known as a well-informed source on Unix. She has recently started writing a column called "Softwords" that contains gossip, analysis, and news of the software industry. Congratulations, Lisa, on a job well done!

Micro MarketWorld is pleased to announce the appointment of DEIDRE DEPKE to the position of Dealer Editor. In this position Deidre will be responsible for all dealer news and analysis, and will resurrect the "Marketing Moves" column to include analysis, gossip, news, and humor pertaining to marketing and dealers. Congratulations on your promotion, Deidre, and our best wishes for your continued success!

InfoWorld is pleased to announce the appointment of DEBORAH BRANSCUM to the position of Chief Copy Editor. Deborah joined the InfoWorld editorial staff in November 1983, and has proved instrumental in helping the copy desk upgrade the quality of the magazine and meet deadlines. In her new position Deborah will be responsible for establishing and maintaining the language of the magazine and for compiling a style guide for writers and editors. Congratulations on your promotion, Deborah, and good luck in your new position!

CWCI's Micro MarketWorld extends a hearty congratulation to ALISON IX, who has been promoted to the position of Executive Managing Editor. In this position Alison has taken on greater supervisory duties on the copy desk, processes more editorial on a regular basis, and has added the task of feature layout to her duties. She previously held the title of Assistant Managing Editor for Micro MarketWorld. Best wishes for continued success, Alison!

CWCI/Peterborough recently announced the promotion of PAMELA ESTY to the position of Marketing Manager. In this position Pam will be responsible

Continued

From Page 9

for establishing and managing the firm's new marketing department. From July 1982 to April 1984, Pam served as Manager of Wayne Green Books, formerly a division of CWCI/Peterborough. Congratulations on your promotion, Pam!

Anniversaries

One-Year Anniversaries

Susan Ford, PCW
Derek Hulitzky, CWCI

Two-Year Anniversary

Bill Flynn, IDC

Three-Year Anniversaries

Doug Cheney, CWCI
Patricia Keefe, CWCI
Barbara Murray, IDC

Four-Year Anniversary

Robin Silverman, IDG

Fitness Focus

Beat the Afternoon Blahs

It's 3:00 p.m. but it feels like 5:00 p.m. Your eyelids are heavy, your mind is in a fog. What do you do? You probably reach for a cup of coffee or a candy bar or soda. If you are a smoker you light up. And by 4:15 you feel worse than you did at 3:00. There's a reason for this, but there are also ways of getting around it.

You are not tired, you are groggy. There is a difference -- if you were physically exhausted, you'd be sweating. So wake up with a little exercise. This gives the cells in your body a fresh supply of oxygen, which is what you need.

If you've been sitting, stand up. Then simply do 25 jumping jacks. It may sound silly, but don't laugh until you've tried it. It will force your body to nearly double its intake of oxygen, pump about twice as much blood through your veins, convert blood fats into blood sugar, and raise your metabolic rate by anywhere from 25% to 75%.

What all this adds up to is renewed energy. What you've done is to call upon your body's supply of reserve fuel instead of adding fuel in the form of calories from outside. If jumping jacks aren't your style, find something that is, as long as it gets you breathing. You will be amazed at how much faster 5:00 p.m. rolls around.

Etcetera

Saturday, June 23rd, marks the day for the Easter Seals Annual Softball Marathon. Fielding this year will be the incredible "IDC Brewers" and the mighty "CW Swamprats" in an effort to raise money for Easter Seals. Last year these two teams battled it out, IDC being victorious. This year, CW vows to even the score.

Continued

Continued

All personnel are welcome and encouraged to participate. This year the teams are asking each player to raise at least $10, the total amount acting as the team's entry fee and a donation to the Easter Seals. For the donation each team member will receive a special Easter Seals Softball Marathon T-shirt to show their participation in the event.

For those who prefer not to play but want to see the talent that the Red Sox wish they had, the teams welcome fans to drop by and cheer them on. Those who attended last year will attest that a good time for a good cause was had by all.

The Softball Marathon will take place at the Mary Denison Field in Framingham. For more information, please contact MARK SCHULTZ of IDG, x413, or RICH PRIANTE of CWCI, x361.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
FITNESS FOCUS
Susan Damiano
IDG Personnel Dept.
CONTRIBUTING REPORTER
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG/C. Famosi.

Classified

REPORTER - WEST COAST

InfoWorld has an opening for a reporter in its Menlo Park office. Qualifications include experience in writing news and feature articles. Daily newspaper experience and familiarity with microcomputers are desirable, but not mandatory. Contact Sandy Reed at InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025, (415) 328-4602.

PRODUCTION SERVICES ASSISTANT

IDC is seeking a Production Services Assistant. Duties will include word processing on the Wang, creating graphics on the IBM PC, and proofreading and editing copy. Copy editing skills are necessary, typing skills helpful, and word processing skills a plus. To apply, please contact Pam Gendreau of IDC at (617) 872-8200, x211.

SHIPPER/RECEIVER

CWCI has an opening for someone to work in the loading dock. This person would be responsible for logging in all publications, courier deliveries and pick-ups, UPS, DSN, and all incoming and outgoing freight. No experience is required. Organization and attention to details a must. Candidate should be able to work independently and have good communication skills. To apply, please contact Lisa Burke of CWCI at (617) 879-0700, x373.

MAILROOM ASSISTANT

IDG has an immediate opening for a person to assist in the day-to-day operations of the mailroom. Duties will include pickup, sorting, and delivery of mail, as well as other miscellaneous duties as assigned. The hours are 10:00 a.m. to 5:00 p.m. Monday through Friday. No experience is required, but a car is necessary. Interested applicants should contact Susan Damiano of IDG at (617) 875-5000, x407, to arrange for an appointment.

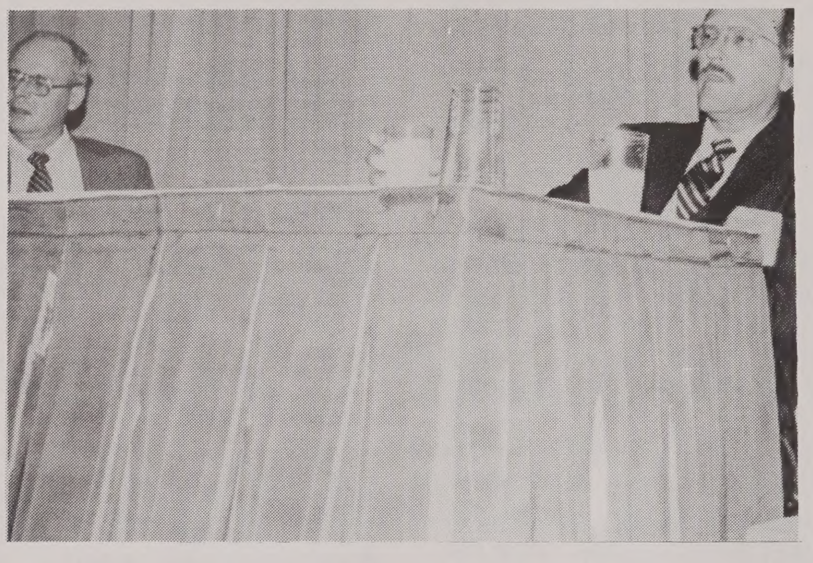
DESIGNER

Staff position as designer for weekly newsmagazine. One or two years experience in publication design, with established specialty in typography, photo editing, or illustration. Training in graphic design and news experience preferred. Position calls for working with writers and editors to develop ideas, acquiring photos and illustrations, designing pages under tight deadlines, and working with vendors. Please contact Mike Lowe at InfoWorld in Menlo Park, California, at (415) 328-4602.

CAR WANTED

Car must be in reasonably good condition. Will be used for summer transportation and trips to Pennsylvania in the fall. Small cars and hatchbacks preferable. Must be less than $3,000, preferably in the $1,500-$2,500 range. Please call Michael Goldstein of IDG at (617) 875-5000, x453.

CAN YOU DO BETTER THAN THIS? SURE YOU CAN!!!



THE IDG PHOTO CONTEST: A CALL FOR ENTRIES

Attention IDG's amateur and semi-professional shutterbugs, here is the contest you've all been waiting for. Beginning June 1, 1984 and running through September 1, 1984, entries will be accepted for the first IDG Photography Contest.

Unlike most photo contests, this event will crown 12 winners rather than one. The prize will be instant glory and fame as the 12 winning photos will be used to create the 1985 IDG calendar, a beautiful full-color creation that will be given out at this year's Christmas party. Each photo will be assigned to a month and the photographer will be given prominent credit below the photo thus ensuring that your work will live forever in posterity.

So get out the old photo album or dust off your camera and get to work. Here are the rules:

1) The contest is open to all IDG employees worldwide. We encourage entries from all employees whereever you may be. Entries from relatives and friends are not allowed.

2) Both color and black and white photos are eligible. Slides as well as prints are acceptable but negatives and contact sheets are not.

3) There is a limit of three entries per person.

4) This contest will have an open theme. That means you should enter your best photo regardless of subject matter. Photos may have been taken anytime during your natural life (or unnatural life where applicable).

5) Each photo should have your name, department, (country where applicable) and phone extension on the slide or photo. Also include a title for your photo (be clever and make one up). We will make every effort to return all photos to their rightful owners but we cannot be responsible for photos lost or damaged.

6) No entries will be accepted after Sept. 1 and winners will be announced sometime in October.

7) The contest will be judged by an impartial panel of judges. The panel will be announced in a future issue of UPDATE. Winners will be chosen for creativity, content and overall photographic quality.

8) All entries should be sent (carefully packaged) to Marina Bonacci, Production Dept., CWCI. Entries without names, depts. and phone extensions will not be accepted. Interoffice mail will be fine.

9) Any questions call Glenn Rifkin, CW OA x577.

GOOD LUCK!!!!

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IDG UPDATE

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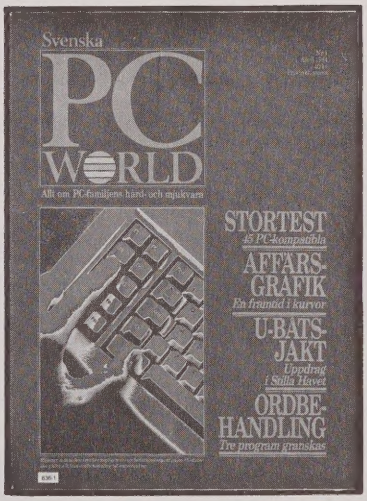
Volume 14, Number 20 June 4, 1984

Svenska PC World Debuts

CWCI's subsidiary in Sweden recently launched Svenska PC World, a PC World-type magazine in Sweden.

Covering the IBM PC/PC-XT and compatibles, Svenska PC World is aimed at giving users information of hardware and software, how to get the most out of their computer, and practical usable examples of how others are solving their problems by using computers. The publication also tests programs and utilities, and has sections for latest news developments, rumors, games, and trade.

The premiere issue of Svenska PC World boasted 24,000 printed copies, of which 14,000 copies were distributed to subscribers of CWCI's Swedish monthly micro computer magazine, MikroDatorn; 1,000 copies were mailed to early Svenska PC World subscribers; and approximately 2,000 copies were sold to computer stores. The remaining copies are being sold on the newsstands.



According to BENGT MARNFELDT, Managing Director of CWCI's Swedish subsidiary, Svenska PC World's advertising was sold by KJELL FAGERBERG, Head of the Marketing Department, and the editorial material was the responsibility of ILMAR MARAND, who is also the Editor of all the other CWCI publications in Sweden.

Also responsible for the success of Svenska PC World is the layout department, where the head

Continued on Page 2

More News...

Svenska PC World

From Page 1

of the department, JAN ERIK SAFLUND, together with MISSE NYGARD-JOSEFSSON, did a fantastic job. New staff member and IBM expert is INGVAR PLAMMAN, who is writing most of the articles in this publication.

CWCI's hardworking team in Sweden also publishes ComputerSweden, MikroDatorn, and Min Hemdator. Their office address is: Nova Media AB, Vartavagen 55, 11538 Stockholm, Sweden. (Telephone: 08.234280; Telex: 810599).

Pictured, from left to right: KJELL FAGERBERG, ILMAR MARAND, and BENGT MARNFELDT of CWCI/Sweden review the premiere issue of Svenska PC World.

COMPUTERWORLD
SWEDEN

Microguide Conference a Success

IDC recently held its second MicroGuide Conference, May 7-8, at the Mark Hopkins Hotel in San Francisco, California. This important part of IDC's yearlong continuing service to the industry was very well received. With microcomputer companies constantly going in and out of business, the theme was appropriately entitled "Micro Wars: Shape Up or Shake Out."

IDC senior market researchers, key industry leaders, and experts were on hand to share their experiences and offer insightful, first-hand survival techniques for the microcomputer industry. The principal discussions focused on technology and market trends, industry opportunities and pitfalls, distribution strategies, status of the Japanese vendors, user feedback, venture capital financing, and advertising and public relations.

The 125 attendees represented vendors from every segment of the industry. JOE LEVY, Vice President/Corporate Marketing for IDC, opened the conference with an overview of the turbulent microcomputer marketplace, using Xerox's exit of their portable PC manufacturer as an "up to the minute" example of the shakeout.

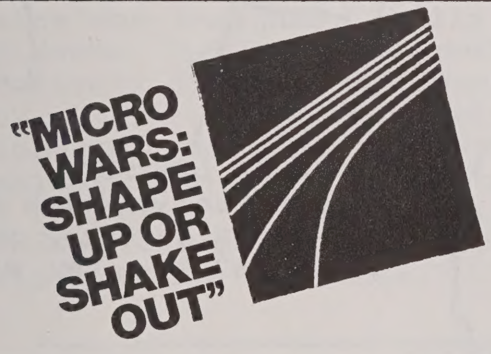
STEVE WOZNIAK, Co-Founder of Apple Computer, provided the keynote presentation, putting Apple into historical perspective and offering an insightful outlook for the future.

Continued on Page 3

WILL ZACHMANN, IDC's Vice President/Corporate Research, gave a presentation on personal computer technology trends in the office environment. AARON GOLDBERG, IDC's Director in Professional Services/Micro Services, spoke on PC market trends, emphasizing the need for vendors to provide end users with packaged solutions.

Also highlighting the list of speakers from the industry was Bill Ladin, Chairman and CEO of ComputerCraft, a large computer retail chain in California and Texas who spoke on the future of microcomputer retailing.

At the close of each day a cocktail reception was offered, doubling as a roundtable for attendees to address more specific questions to the speakers.


"MICRO WARS: SHAPE UP OR SHAKE OUT"

Circulation Celebrates

CWCI's Circulation Department recently held a celebration dinner at Ducas Restaurant in Framingham in honor of reaching 100,000 paid subscribers on InfoWorld, and the successful completion of ABC analyzed issue updates for Computerworld (126,416) and Micro MarketWorld (40,034).

Carrying on the theme from last year's IDG Christmas party, each staff member received a coffee mug favour with the inscription, "People Count." Also, as part of the festivities, staff voted for those peers they felt had extended themselves beyond the norm. Cross pen and pencil sets were awarded to the following people: Outstanding Performance - KAREN ELLIOTT, Most Dedicated - JOANNE BOIARDI and MAUREEN DIODATI, Most Enthusiastic - DEBORAH WESTGATE. Congeniality awards were also given to PEGGY KELLY and RICHARD PRIANTE for their spirit and good humor.

Congratulations to the entire CWCI Circulation Staff for a job well done!

People

Congratulations to BARBARA MURRAY, a Senior Research Associate in the Datafile Department. Barbara recently competed in the Massachusetts State Bowling Tournament in team competition, with her team coming in first and winning the State Championship Title. Barbara is also President of the Waltham WAL-LEX Women's League.

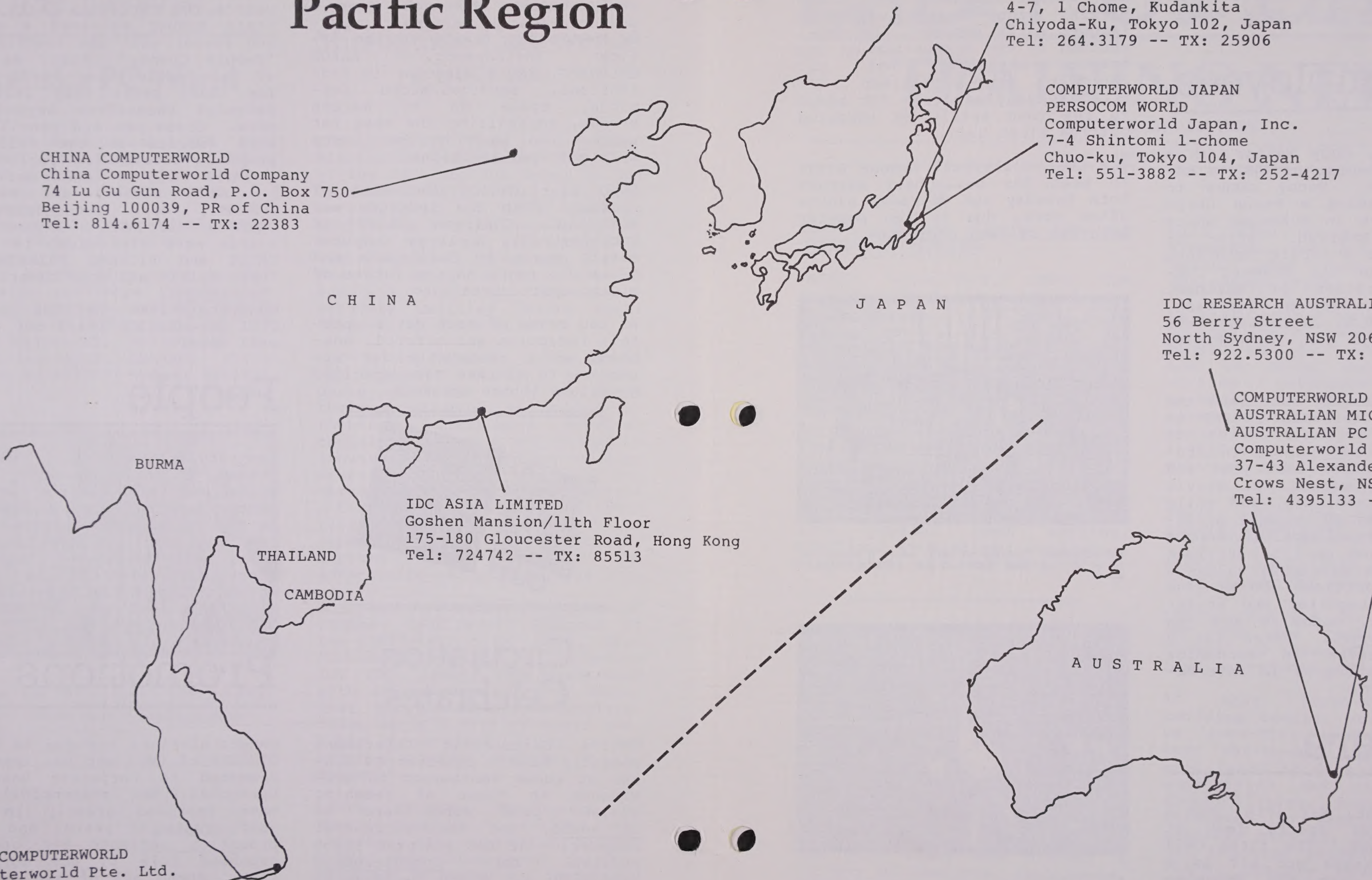
Promotions

Congratulations are due to KATHY DINNEEN of CWCI who was recently promoted to Corporate Research Director. Her responsibilities have expanded greatly in the last couple of years, and this promotion reflects her greatly expanded role in the corporation. Among all of her proliferating tasks, Kathy brings ef-

Continued on Page 6

International Data Group

Pacific Region



CHINA COMPUTERWORLD
China Computerworld Company
74 Lu Gu Gun Road, P.O. Box 750
Beijing 100039, PR of China
Tel: 814.6174 -- TX: 22383

IDC JAPAN
4-7, 1 Chome, Kudankita
Chiyoda-Ku, Tokyo 102, Japan
Tel: 264.3179 -- TX: 25906

COMPUTERWORLD JAPAN
PERSOCOM WORLD
Computerworld Japan, Inc.
7-4 Shintomi 1-chome
Chuo-ku, Tokyo 104, Japan
Tel: 551-3882 -- TX: 252-4217

IDC ASIA LIMITED
Goshen Mansion/11th Floor
175-180 Gloucester Road, Hong Kong
Tel: 724742 -- TX: 85513

IDC RESEARCH AUSTRALIA PTY. LTD.
56 Berry Street
North Sydney, NSW 2060, Australia
Tel: 922.5300 -- TX: 21571

COMPUTERWORLD AUSTRALIA
AUSTRALIAN MICRO COMPUTERWORLD
AUSTRALIAN PC WORLD
Computerworld Pty. Ltd.
37-43 Alexander Street
Crows Nest, NSW 2065, Australia
Tel: 4395133 -- TX: 74752

THE ASIAN COMPUTERWORLD
Asia Computerworld Pte. Ltd.
11-08/11-10 Goldhill Plaza
Newton Road, Singapore 1130
Tel: 250.4444 -- TX: 37003

From Page 3

ficiency, intelligence, good humor, and a growing knowledge of the use of research as a corporate tool.

New employees

PENNY JANZEN, Copy Editor, is a welcome new member of CWCI's Editorial team. Penny comes to CWCI after being a Peace Corps representative in Botswana where she taught English. Prior to that, she was a Public Relations Specialist for the Nixdorf Computer Corporation of Waltham. Penny, a Boxborough resident, received a B.A. in English from Colby College in Waterville, Maine.

InfoWorld recently announced the appointment of DORAN HOWITT to the position of Senior Writer at IFW's East Coast Bureau in Framingham. For the last year and a half Doran worked for Marvin Weinberger Associates, and while there acquired an unusual proficiency and knowledge of remote data bases and on-line services which will be extremely valuable in his new position. Doran also worked as a reporter and writer for both Inc. magazine and New England Business. Doran has a bachelors degree in economics and a masters degree in international finance.

Etcetera

Thursday night, May 10th, was a big night for sports fans at CWCI/Framingham. The first CWCI Volleyball League got off to a great start with the Knuckleheads facing off against the Gumbys. Volleyball commissioners SUSAN BLAKENEY and GLENN RIFKIN, were pleased with the leagues early success, and overwhelmed by the enthusiasm of the league members. And you couldn't keep Chairman PAT MCGOVERN away either! Pat added to the team spirit by throwing out the first ball.

The CWCI Volleyball League plans to meet for volleyball matches both Tuesday and Thursday nights after work, due to the popular interest of CWCI employees.

PAT MCGOVERN, Chairman of CWCI, takes a moment to throw in the game ball at the CWCI Volleyball match.

Members of the CWCI Gumbys and the CWCI Knuckleheads compete at the volleyball match.

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

June, 1984

TOPIC: ACTION SKILLS FOR THE DEVELOPING MANAGER

DATES: June 4-6, 1984; The Ramada at Fisherman's Wharf, San Francisco, CA.

COST: $765 per person.

Control Data Institute For Advanced Technology presents this seminar for managers seeking to develop the insights, skills and confidence needed to perform effectively in today's organizations. The program includes topics such as planning skills, organizational skills, controlling skills, goal setting, coaching, counseling, corrective discipline, and much more.

TOPIC: MANAGING PEOPLE

DATES: June 11-12, 1984, The Hyatt Wilshire, Los Angeles, CA.

COST: $845.00 per person

The University of Pennsylvania's Wharton Seminars for Executives is sponsoring this two-day seminar designed to help you handle "people problems" both inside and outside your organization. You will study and discuss a variety of concepts, techniques, and approaches to enhance your effectiveness with people. You will also study actual case histories, and see how to develop your own successful management style.

In this seminar you will: Learn to deal more effectively with people on all levels, Discover how to build more effective working relationships, Study methods of handling interpersonal conflicts, Learn to increase employee productivity and satisfaction, Learn to initiate changes, and much more.

TOPIC: MANAGING THE WORD PROCESSING OPERATION

DATES: June 13-15, 1984; Meridian Hotel, San Francisco, CA.

COST: The fee for the seminar is $820 per person. Company "teams" of three or more may attend at reduced rates.

At this three-day skills-building course, you will focus on sure-fire ways to improve your day-to-day operation. You will learn to develop structured supervision and reporting responsibilities, coordinate your resources to provide the best possible service, create practical training programs and materials, prepare clearer manuals that are easier to use, measure WP productivity and develop clearly defined job standards.

TOPIC: TIME MASTERY

DATES: June 20-21, 1984: The Hyatt, Union Square, San Francisco, CA.

COST: $395 per person, group discount rates available.

This two-day seminar offered by Stephen, Stephen & Associates can provide immediate, lasting results in the areas of organization and accomplishment. You can learn the key to time mastery, enjoying personal and business excellence and fulfillment by accomplishing up to 40% more, increasing job satisfaction, and overcoming stress. More than just a seminar, this will teach you a new "philosophy of life."

TOPIC: MAKING EFFECTIVE ORAL PRESENTATIONS

DATES: July 30-August 1, 1984; The Holiday Inn, Union Square, San Francisco, CA.

COST: $765 per person.

This intensive workshop by Control Data Institute is designed to make your oral presentations more interesting, powerful, and effective. The program includes confidence building exercises, team and individual practice presentations, and personal help. Topics include: Confidence Building, Presentation Preparation, Team Presentations, and Individual Presentations.

TOPIC: POWER MANAGEMENT

DATES: July 30-31, 1984; Mark Hopkins Hotel, San Francisco, CA.

COST: $945 per person.

This seminar, presented by the University of Pennsylvania's Wharton School, goes beyond traditional approaches to management training. In this seminar you'll get the rare opportunity to gain access to that which is beyond the basics of traditional management training. You will learn the base of power, study examples of effective influence strategies, analyze case studies, and discuss the politics of implementing change.

TOPIC: ASSERTIVENESS FOR SUCCESS

DATES: August 23-24, 1984; Holiday Inn, Union Square, San Francisco, CA.

COST: $585 per person.

Control Data Institute presents this seminar, designed for those who would like to learn to exercise greater influence on others, resolve conflict situations, strengthen leadership image, and deal with confrontations more effectively. The program includes topics such as: The Concepts of Assertive Behavior, How to Develop Your Assertive Potential, Assertive Communication Skills, and more.

INFORMATION REQUEST COUPON

Name: ______________________________

Company: ___________________________

Address: ___________________________

____

Telephone: ( ) _____________________

Seminar Info. Requested: ________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

Anniversaries

One-Year Anniversaries

Ilene Goldman, IDC
Jeffrey Kaplan, IDC

Three-Year Anniversary

Marilyn Raineri, IDC

Five-Year Anniversaries

Tom Casalegno, MMW
Carol Famosi, IDG

Fitness Focus

Avoid Heat Stress

Did you know that heat waves kill more people than any other natural disaster? While many victims of heat stress are elderly, almost anyone is a candidate since heat places a burden on the heart and blood vessels.

People should be cautious and concerned about heat and take more than just a first-aid approach to prevent heat stress. If you feel ill, it is a good indication that you are being affected by the heat. Serious signs of heat stress include dizziness, rapid heartbeat, nausea, throbbing headache, chest pain, and breathing problems. If you experience any of these symptoms, you should call a doctor or seek medical help.

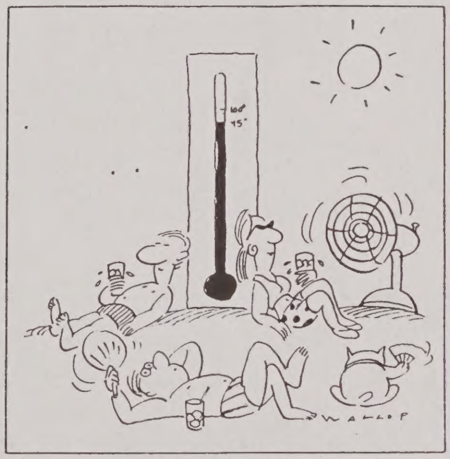
How can you keep cool during the "dog days" of summer? Here are some suggestions:

1. Baths and showers -- making the water temperature around 75 degrees. Cool water removes extra body heat 25 times faster than cool air.

2. Drink water often, in reasonable amounts. Don't wait until you're thirsty, because your body needs more fluid than thirst will indicate. By the time you feel thirsty, you may already be dehydrated.

3. Avoid alcohol -- it interferes with your body's fight against heat stress and can put a strain on your heart.

4. Watch salt intake.



Classified

CAMERAROOM OPERATOR

CW Communications/Inc. is looking for a cameraroom operator to work in the production department. Duties will include shooting of stats and veloxes, monitoring the cameraroom workflow, and working on paste-up as time allows. You will also be responsible for maintaining inventory records on supplies to be ordered by the paste-up manager. To qualify, you should have a working knowledge of photostat cameras, although you will be trained on CWCI equipment. Experience with newspaper production would be helpful. To apply, please send resume or a detailed letter (no phone calls please) to: Trish Gaudette, Paste-Up Manager, CW Communications, Inc., 395 Cochituate Road, Framingham, MA 01701.

ACCOUNT MANAGER

CWCI's Marketing Services/Sales Promotion Department is seeking an Account Manager to be responsible for managing all activities on assigned accounts to produce advertising and sales promotion campaigns. Duties and responsibilities will include: handling client contact, including input and presentation; gathering information as required regarding marketplace and client's position in the market; preparing sales promotion plans, creative strategies, media plans, and budgets for client approval; supervising the execution of approved plans including copywriting, art, and production using in-house staff or outside suppliers; and writing copy as required. This person will also be responsible for all public relations activities. Interested candidates should have a college degree or equivalent, and 1-3 years of account experience at an advertising agency or with client. Writing ability is a plus. Please send resume to: Sales Promotion Director, CWCI, 375 Cochituate Road, Framingham, MA 01701.

APPLICATION SPECIALIST

The Systems Group of CWCI has an immediate opening for a full-time person reporting to the applications manager to handle application support for the Atex system. Responsibilities would include handling routine questions from users and requests for assistance with special projects. You will be heavily involved with composition-related questions, and become involved with telecommunications, tape conversions, report writing, and word processing. This job requires an in-depth understanding of phototypesetting, the ability to teach others about the system, and the ability to work with many interruptions. To be considered, an applicant must be organized, detail-minded, and have a good grasp of the Atex system. Please send your resume, or call Tom Pfau at CWCI, 375 Cochituate Road, Framingham, MA 01701, (617) 879-0700, x408.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
CONTRIBUTING REPORTERS
Susan Damiano
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

ENTRY-LEVEL ADMINISTRATIVE ASSISTANT

IDG has a newly created entry-level position within its Credit Department. Duties will include investigating credit applications including D&B reports, reference checking, data entry, maintaining several credit lists, filing, and miscellaneous correspondence. The ideal candidate will be well organized, detail oriented, enjoy telephone contact, and be able to type 35-50 wpm. A business background is helpful but not necessary. To apply, please send your resume or a descriptive letter of interest to Mark Schultz, IDG, 5 Speen Street, Framingham, MA 01701.

MANAGER-MARKETING SERVICES

IDC is looking for a versatile individual able to handle a variety of assignments in a fast-paced environment. You will direct all external communications, press contacts, conferences, and trade shows, and work with sales and program management to help accomplish corporate goals. Strong marketing, analytic, sales, and communications skills are required. Candidates must have 3-5 years experience in marketing services within the computer industry, as well as some supervisory experience. To apply, please forward a resume with salary history to: International Data Corporation, Attn: Department M831, 5 Speen Street, Framingham, MA 01701.

MAILROOM STAFF

CWCI has an immediate opening for someone to work in the mailroom in the processing of mail, collating delivery of mail and supplies, warehouse storage operation, and other miscellaneous duties. No experience is required, however a driver's license is necessary. You will be part of a staff of four in a medium-sized busy company. To apply, please call Lisa Burke, CWCI, at (617) 879-0700, x373.

CLIENT SERVICES REPRESENTATIVE

IDC's Corporate Planning Service has an immediate need for an entry-level Client Services Representative. This person will be responsible for responding to inquiries from vendor clients, as well as supporting research and management staff. The position requires a willingness to cooperate with a close-knit team, and an enthusiastic, outgoing personality. Interested persons should forward a resume and a cover letter to David Brown, IDC, 5 Speen Street, Framingham, MA 01701.

FOR SALE

Olympic Tickets! Hard-to-get tickets to track and field events on August 5th, August 6th, August 8th, and August 10th. Also: Women's Finals in Basketball, August 7th; and Boxing Semifinals on August 9th. I have 2 tickets to each event listed. For more information and price, please call George Harrar of CWCI at (617) 879-0700, x325.

CAR FOR SALE

1980 Toyota Corolla Sport Coupe. Metallic blue with blue vinyl interior. Power steering, power brakes, rust proofed, Chapman lock, AM/FM/ Cassette. 47,000 miles. Excellent mechanical condition, including oil and filter change every 2,000 miles. Best offer. Call Karen Weston of IDC at (617) 872-8200, x285.

ROOMMATE WANTED

Roommate wanted to share a three-bedroom duplex on a dead-end street in Whitinsville, Mass. with a mother and 4-year-old daughter. Nice yard, storage area in attic, large cellar, close to downtown, and just 35 minutes to Framingham. $200 a month rent, and half the utilities. Please call Debra Boisvert of CWCI at (617) 879-0700.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 18 May 21, 1984

CWCI Japan Reception

Computerworld Japan, Inc. began its third year of operation on April 5, 1984. To celebrate its anniversary, CW Japan hosted a gala reception party on April 18th at the Hotel New Ohtani, a large hotel complex in the heart of Tokyo.

The reception also served as the official debut of Computerworld Japan and PersoCom World to the industry.

株式会社 コンピューターワールド・ジャパン
創立謝恩パーティー

PAT MCGOVERN, Chairman of CWCI Japan, DAVID BUNNELL, Chairman of PC World Communications, and the members of CWCI Japan pose for a photo after the reception.

More than 250 top executives representing a cross section of the Japanese computer community attended the event.

The event was considered a smashing success by all the participants. Mr. Takuma Yamamoto, President of Fujitsu (the largest computer manufacturer in Japan), voiced his expectations that "Computerworld Japan, Inc. will deliver timely and accurate news to the Japanese computer community, using its exclusive international network of news which is not available to any other publishing house in Japan."

The highlight of the party was Chairman PAT McGOVERN's presentation. "The benefit of the use of computer technology can and should be gained by people all over the world," stated CWCI Japan's Chairman. The participants of the event left with a lasting impression by this educational and informative presentation.

Other speakers included Mr. Kazuo Fujimoto, President of the Software Association and Mr. Hiroshi Inada, Vice President of the Information Processing Association.

Spotlight

CWCI Netherlands

CWCI's subsidiary in The Netherlands, CW Communications, B.V., publishes Computerworld Benelux, a weekly newspaper for computer professionals and computer industry executives, and Micro/Info, a monthly magazine dedicated to personal computer users.

General Manager JOOP WITVOET started his career as a reporter for a Dutch magazine on finance and economics. After a couple of years he joined the Amsterdam office of Polaroid Corporation as a public relations manager. A few years later Joop became Manager of Communications with Rank Xerox, also in Amsterdam. As such, he was responsible for several Rank Xerox publications in The Netherlands.

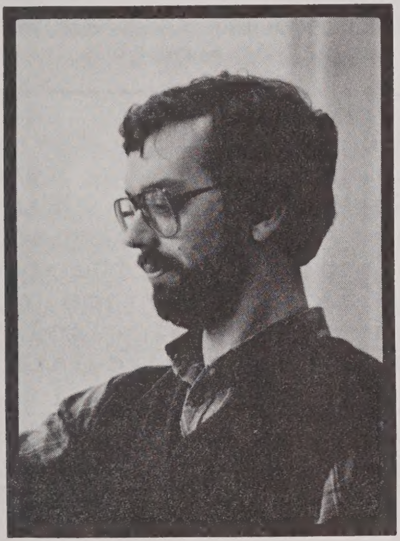
Joop Witvoet

Currently Joop is realizing an old dream of becoming an independent publisher within the CW Communications group. He managed to recruit a well-balanced team of enthusiastic people to achieve this goal. Joop's hobbies include sailing, windsurfing, and reading, as well as experimenting with personal computers at home.

Editor-in-Chief, WILLEM KOOLE, came to CWCI Netherlands as an editor for a daily newspaper on economics and finance. Willem started as a journalist for a Dutch news agency, and has some public relations experience. Willem is co-founder and president of a group of people with a special interest in information technology. When time permits, Willem likes to take summer sailing trips, and will occasionally try skiing in the winter months.

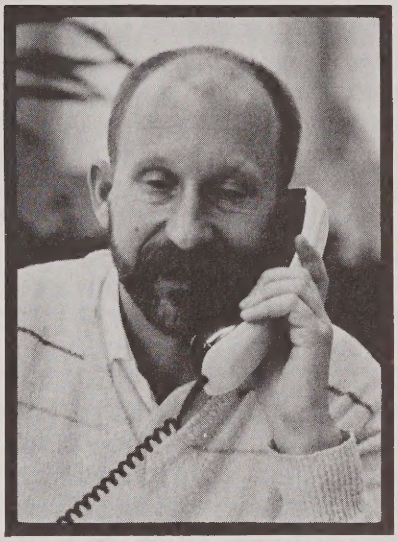
Willem Koole

HANS GERRITSE, Copy and Design Editor, has ten years of experience with Computable, a major publication in the Dutch market. Hans likes to struggle with the different sized articles to give Computerworld Benelux the best possible design and appearance. "The beautiful park surrounding the Computerworld office gives me flashes of inspiration," claims Hans. In his spare time, Hans enjoys windsurfing and long-distance running.



Hans Gerritse

Technical Editor HANS BRAGGAAR specializes in subjects relating to the communications, software, and services market. Prior to joining CWCI, Hans served as a technician with the Dutch PTT, worked as a communications specialist for a stored program telephone exchange, and before joining a Dutch computer magazine, acted as a system manager for a small computer center. "Though music and playing classical guitar used to be my main interest, for several years I have been serving as a basketball referee for a Netherlands league which takes up a lot of my free time," said Hans.



Hans Braggaar

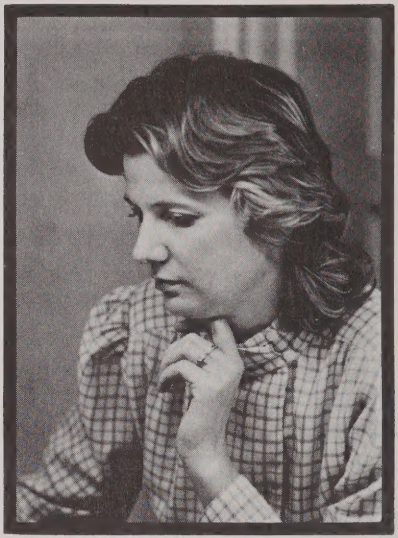
BERT LUBBERS, Technical Editor, worked for many years as an editor for a Dutch computer magazine. He then moved to Paris to become a manager of public relations with Data General in Europe. Bert then decided that the Amsterdam-based office of CWCI would be a fine reason to go back into journalism. Bert also has previous experience as a copywriter, and worked for Olivetti and ICL. When the computer community is not keeping him busy, Bert spends his time in the French Pyrenees where he owns a small cottage. At home he likes to listen to classical music and play the piano.

Bert Lubbers

Editorial Secretary PAM WERDLER has five years experience with word processing systems at an engineering agency. As Editorial Secretary, Pam handles many administrative functions, processes all articles that are produced, and is in charge of electronically sending all bits and bytes to the printing company. According to the CWCI Netherlands team, Pam is known as the sunshine within the editorial office as she cheerfully assists other staffers in meeting deadlines. Jazz-ballet is Pam's main free time activity.

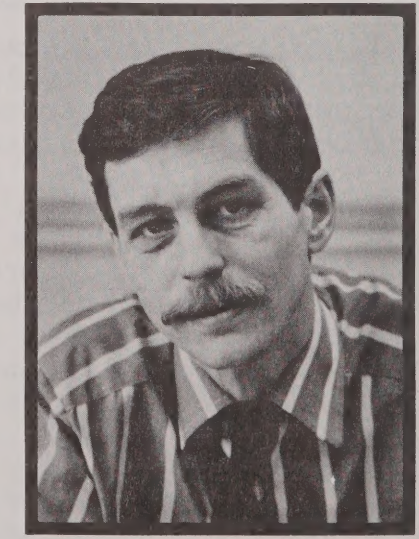
Pam Werdler

IED STEENWEG worked with Joop Witvoet as his secretary for more than six years at Rank Xerox. Ied still serves as Secretary to Joop, the General Manager of CWCI/Netherlands, and acts as a mother figure to the group having experienced everything from the very start of the company. Ied is not only Joop's right hand as a secretary, but also handles the company's bookkeeping. In her spare time, Ied enjoys dancing.



Ied Steenweg

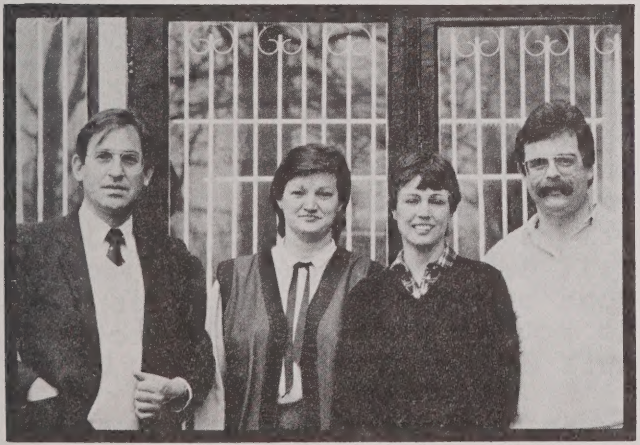
PIETER NAUTA handles the circulation and promotion functions of CWCI/Netherlands. His many activities in marketing and promotion account for the rapidly-growing good reputation of both Computerworld Benelux and Micro/Info. His widely circulated slogan "Computerworld Benelux Grows ... Grow With It" appears to be working well. In his spare time, Pieter enjoys sailing and surfing. He is also a serious numismatist (collector of coins).



Pieter Nauta

Loise de Vries Lentsch

LOISE DE VRIES LENTSCH is responsible for keeping mailing lists up to date and expanding those with relevant information. Loise holds a degree in designing. Using her spare time creatively, Loise loves painting and designing "works of art." During the summer, Loise enjoys sailing on an 80-year old Dutch sailing boat, used in the past by fishermen on the former Zuyderzee.



Left to right: Theo van Oosterhout, Ida Stroop, Ellen Mac Gillavry & Wim Cop

Heading the Commercial Department is THEO VAN OOSTERHOUT who is responsible for developing good business relations with both advertising agencies and communications prospects. Theo spends quite a bit of his spare time in Belgium where he reportedly likes the ambiance, the good food, and the "savoir vivre."

IDA STROOP is responsible for classified ads. Due to Ida's perseverance, this section of CWCI/Netherland's commercial activities is picking up. Ida enjoys playing korfbal (a type of basketball played in The Netherlands) and claims she is good at windsurfing.

ELLEN MACGILLAVRY heads up the Advertising Department of Micro/Info. In order to increase the visibility of Micro/Info, one can find her all over Holland and Belgium visiting customers and prospects. Although her name might give the impression that she is of Scottish descent, Ellen strongly denies it. "I am Dutch, no doubt," she says. Apart from being an amateur cyclist, Ellen is a highly esteemed member of the Dutch Junior Chamber of Commerce.

WIM COP is not a police man... but is trying to convince the Dutch and Belgium computer society of the necessity of inserting ads in Computerworld Benelux. Married with two children, Wim points out "my main occupation is to be found in the heart of my family." In his free time, Wim enjoys playing korfbal, a sport mainly played in The Netherlands which requires wooden shoes to play the game properly.

Good News At IDC

Congratulations are in order to IDC on the fine results they achieved in the first quarter of 1984. PETER ROWELL, President of IDC, has reported that all of the main operating units are on or above plan. Business is reported to have improved by approximately 38% above the same period for last year.

Special mention is due to IDC Washington on achieving exceptional sales; IDC's Pacific Technology Center on experiencing increased revenue with its custom research projects and study sales; and IDC's three regional sales groups which are reported ahead of booking for the first quarter. International offices of IDC are experiencing similar growth with almost all countries on or above plan for the first quarter, and IDC Scandinavia and IDC Japan have doubled their business in the first three months.

New Focus on Microcomputing

CWCI/Peterborough has released plans to refocus the editorial content of Microcomputing magazine. Beginning with the June, 1984 issue, the monthly magazine will place its emphasis on articles of practical value to the advanced computer user. The title of the publication will also be revised to reflect this change. Starting in June, the magazine will sport the title: Microcomputing: The Practical Journal of Advanced Computing. It will also sport a new look. Both the exterior and interior of Microcomputing have been redesigned.

According to Microcomputing's Editor-in-Chief KEITH THOMPSON, "We think its time that advanced computer users had a magazine full of practical articles. Each issue will feature information of immediate use to our readers, including a review of at least one major new computer system. In the June issue, for example, Microcomputing will take a detailed look at the five most popular laptop computers. The technology and capability of each system will be closely examined."

Monthly columns in Microcomputing will address such subjects as telecomputing, tutorials on using popular management programs, computer tips, and answers to readers' questions.

Digital Audio Forthcoming

Plans for Wayne Green Enterprises' first publishing venture, a magazine titled Digital Audio, were recently announced.

According to PETER WHELPTON, WGE's Publicity Director, "Digital Audio refers to the newly affordable technology now served by compact disc (CD) recordings and the systems which play CDs. Digital Audio, scheduled to come off the presses in July, 1984, will include compact disc equipment and music reviews, as well as coverage of other aspects of this exciting audio revolution."

Among the staff on this new magazine are: MIKE APSEY, Assistant Publisher; LARRY CANALE, Editor; PATTY FLANAGAN, Assistant Editor; and JIM KENDRICK, Production Manager.

People

TOM KOTHMAN, President of InfoWorld, recently announced an Employee Recognition Program to acknowledge excellence in the workplace. An informal gathering was held for the InfoWorld staff in mid-April for the 11 honorees pictured below.

Pictured left to right are: Front row -- KATHY CHIN, ELIZABETH MANN, DEBORAH BRANSCUM, VINCE LEONE, BOB DUNN, RICH HENGEHOLD and KATHLEEN HABERAK. Back row -- ARLEEN SORENSON, BOB HOSKINS, CAROL PERSON and MIKE LOWE.

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Maureen McManus, IDC

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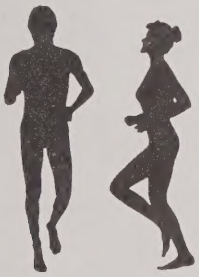

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ASSISTANT EDITORS
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Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
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Kim Adams
CONTRIBUTING REPORTERS
Susan Damiano
Bill Sell

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Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Date ____________________

Place of Marriage ____________________

Honeymoon? ____________________

BIRTHS:

Name ____________________

Dept./Title ____________________

Spouse's Name ____________________

Baby's Name ____________________

Date of Birth ____________________

Weight, Length of Baby ____________________

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 18 May 21, 1984

CWCI Japan Reception

Computerworld Japan, Inc. began its third year of operation on April 5, 1984. To celebrate its anniversary, CW Japan hosted a gala reception party on April 18th at the Hotel New Ohtani, a large hotel complex in the heart of Tokyo.

The reception also served as the official debut of Computerworld Japan and PersoCom World to the industry.

株式会社 コンピューターワールド・ジャパン
創立謝恩パーティー

PAT MCGOVERN, Chairman of CWCI Japan, DAVID BUNNELL, Chairman of PC World Communications, and the members of CWCI Japan pose for a photo after the reception.

More than 250 top executives representing a cross section of the Japanese computer community attended the event.

The event was considered a smashing success by all the participants. Mr. Takuma Yamamoto, President of Fujitsu (the largest computer manufacturer in Japan), voiced his expectations that "Computerworld Japan, Inc. will deliver timely and accurate news to the Japanese computer community, using its exclusive international network of news which is not available to any other publishing house in Japan."

The highlight of the party was Chairman PAT McGOVERN's presentation. "The benefit of the use of computer technology can and should be gained by people all over the world," stated CWCI Japan's Chairman. The participants of the event left with a lasting impression by this educational and informative presentation.

Other speakers included Mr. Kazuo Fujimoto, President of the Software Association and Mr. Hiroshi Inada, Vice President of the Information Processing Association.

Spotlight

CWCI Netherlands

CWCI's subsidiary in The Netherlands, CW Communications, B.V., publishes Computerworld Benelux, a weekly newspaper for computer professionals and computer industry executives, and Micro/Info, a monthly magazine dedicated to personal computer users.

General Manager JOOP WITVOET started his career as a reporter for a Dutch magazine on finance and economics. After a couple of years he joined the Amsterdam office of Polaroid Corporation as a public relations manager. A few years later Joop became Manager of Communications with Rank Xerox, also in Amsterdam. As such, he was responsible for several Rank Xerox publications in The Netherlands.

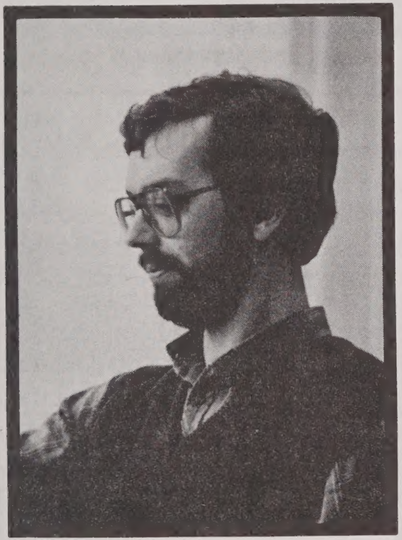
Joop Witvoet

Currently Joop is realizing an old dream of becoming an independent publisher within the CW Communications group. He managed to recruit a well-balanced team of enthusiastic people to achieve this goal. Joop's hobbies include sailing, windsurfing, and reading, as well as experimenting with personal computers at home.

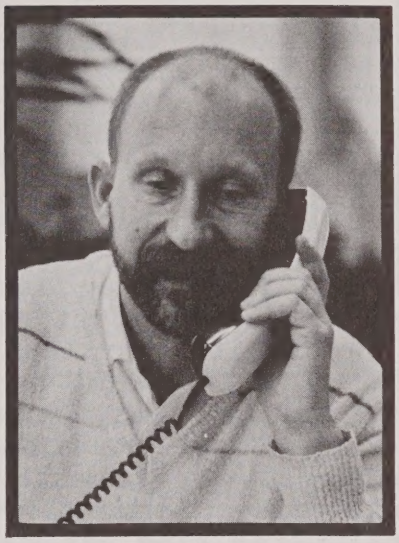
Editor-in-Chief, WILLEM KOOLE, came to CWCI Netherlands as an editor for a daily newspaper on economics and finance. Willem started as a journalist for a Dutch news agency, and has some public relations experience. Willem is co-founder and president of a group of people with a special interest in information technology. When time permits, Willem likes to take summer sailing trips, and will occasionally try skiing in the winter months.

Willem Koole

HANS GERRITSE, Copy and Design Editor, has ten years of experience with Computable, a major publication in the Dutch market. Hans likes to struggle with the different sized articles to give Computerworld Benelux the best possible design and appearance. "The beautiful park surrounding the Computerworld office gives me flashes of inspiration," claims Hans. In his spare time, Hans enjoys windsurfing and long-distance running.


Hans Gerritse

Technical Editor HANS BRAGGAAR specializes in subjects relating to the communications, software, and services market. Prior to joining CWCI, Hans served as a technician with the Dutch PTT, worked as a communications specialist for a stored program telephone exchange, and before joining a Dutch computer magazine, acted as a system manager for a small computer center. "Though music and playing classical guitar used to be my main interest, for several years I have been serving as a basketball referee for a Netherlands league which takes up a lot of my free time," said Hans.


Hans Braggaar

BERT LUBBERS, Technical Editor, worked for many years as an editor for a Dutch computer magazine. He then moved to Paris to become a manager of public relations with Data General in Europe. Bert then decided that the Amsterdam-based office of CWCI would be a fine reason to go back into journalism. Bert also has previous experience as a copywriter, and worked for Olivetti and ICL. When the computer community is not keeping him busy, Bert spends his time in the French Pyrenees where he owns a small cottage. At home he likes to listen to classical music and play the piano.

Bert Lubbers

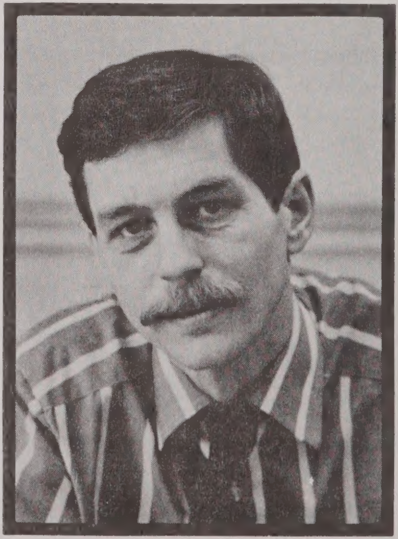
Editorial Secretary PAM WERDLER has five years experience with word processing systems at an engineering agency. As Editorial Secretary, Pam handles many administrative functions, processes all articles that are produced, and is in charge of electronically sending all bits and bytes to the printing company. According to the CWCI Netherlands team, Pam is known as the sunshine within the editorial office as she cheerfully assists other staffers in meeting deadlines. Jazz-ballet is Pam's main free time activity.

Pam Werdler

IED STEENWEG worked with Joop Witvoet as his secretary for more than six years at Rank Xerox. Ied still serves as Secretary to Joop, the General Manager of CWCI/Netherlands, and acts as a mother figure to the group having experienced everything from the very start of the company. Ied is not only Joop's right hand as a secretary, but also handles the company's bookkeeping. In her spare time, Ied enjoys dancing.

Ied Steenweg

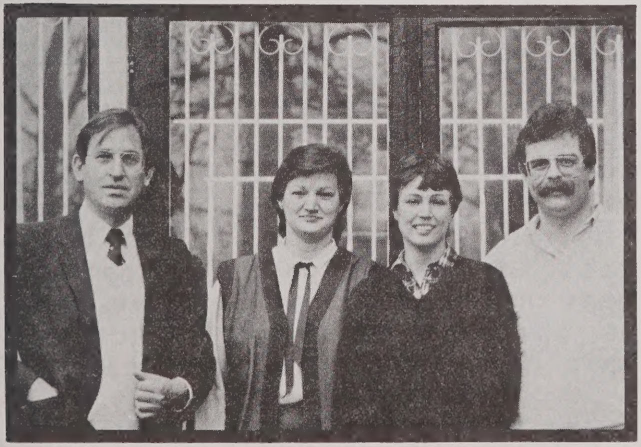
PIETER NAUTA handles the circulation and promotion functions of CWCI/Netherlands. His many activities in marketing and promotion account for the rapidly-growing good reputation of both *Computerworld Benelux* and *Micro/Info*. His widely circulated slogan "*Computerworld Benelux* Grows ... Grow With It" appears to be working well. In his spare time, Pieter enjoys sailing and surfing. He is also a serious numismatist (collector of coins).



Pieter Nauta

Loise de Vries Lentsch

LOISE DE VRIES LENTSCH is responsible for keeping mailing lists up to date and expanding those with relevant information. Loise holds a degree in designing. Using her spare time creatively, Loise loves painting and designing "works of art." During the summer, Loise enjoys sailing on an 80-year old Dutch sailing boat, used in the past by fishermen on the former Zuyderzee.



Left to right: Theo van Oosterhout, Ida Stroop, Ellen Mac Gillavry & Wim Cop

Heading the Commercial Department is THEO VAN OOSTERHOUT who is responsible for developing good business relations with both advertising agencies and communications prospects. Theo spends quite a bit of his spare time in Belgium where he reportedly likes the ambiance, the good food, and the "savoir vivre."

IDA STROOP is responsible for classified ads. Due to Ida's perseverance, this section of CWCI/Netherland's commercial activities is picking up. Ida enjoys playing korfbal (a type of basketball played in The Netherlands) and claims she is good at windsurfing.

ELLEN MACGILLAVRY heads up the Advertising Department of Micro/Info. In order to increase the visibility of Micro/Info, one can find her all over Holland and Belgium visiting customers and prospects. Although her name might give the impression that she is of Scottish descent, Ellen strongly denies it. "I am Dutch, no doubt," she says. Apart from being an amateur cyclist, Ellen is a highly esteemed member of the Dutch Junior Chamber of Commerce.

WIM COP is not a police man... but is trying to convince the Dutch and Belgium computer society of the necessity of inserting ads in Computerworld Benelux. Married with two children, Wim points out "my main occupation is to be found in the heart of my family." In his free time, Wim enjoys playing korfbal, a sport mainly played in The Netherlands which requires wooden shoes to play the game properly.

Good News At IDC

Congratulations are in order to IDC on the fine results they achieved in the first quarter of 1984. PETER ROWELL, President of IDC, has reported that all of the main operating units are on or above plan. Business is reported to have improved by approximately 38% above the same period for last year.

Special mention is due to IDC Washington on achieving exceptional sales; IDC's Pacific Technology Center on experiencing increased revenue with its custom research projects and study sales; and IDC's three regional sales groups which are reported ahead of booking for the first quarter. International offices of IDC are experiencing similar growth with almost all countries on or above plan for the first quarter, and IDC Scandinavia and IDC Japan have doubled their business in the first three months.

New Focus on Microcomputing

CWCI/Peterborough has released plans to refocus the editorial content of Microcomputing magazine. Beginning with the June, 1984 issue, the monthly magazine will place its emphasis on articles of practical value to the advanced computer user. The title of the publication will also be revised to reflect this change. Starting in June, the magazine will sport the title: Microcomputing: The Practical Journal of Advanced Computing. It will also sport a new look. Both the exterior and interior of Microcomputing have been redesigned.

According to Microcomputing's Editor-in-Chief KEITH THOMPSON, "We think its time that advanced computer users had a magazine full of practical articles. Each issue will feature information of immediate use to our readers, including a review of at least one major new computer system. In the June issue, for example, Microcomputing will take a detailed look at the five most popular laptop computers. The technology and capability of each system will be closely examined."

Monthly columns in Microcomputing will address such subjects as telecomputing, tutorials on using popular management programs, computer tips, and answers to readers' questions.

Digital Audio Forthcoming

Plans for Wayne Green Enterprises' first publishing venture, a magazine titled Digital Audio, were recently announced.

According to PETER WHELPTON, WGE's Publicity Director, "Digital Audio refers to the newly affordable technology now served by compact disc (CD) recordings and the systems which play CDs. Digital Audio, scheduled to come off the presses in July, 1984, will include compact disc equipment and music reviews, as well as coverage of other aspects of this exciting audio revolution."

Among the staff on this new magazine are: MIKE APSEY, Assistant Publisher; LARRY CANALE, Editor; PATTY FLANAGAN, Assistant Editor; and JIM KENDRICK, Production Manager.

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Volume 14, Number 19 May 28, 1984

Mexico Launches CompuMundo

CompuMundo, one of our new publications in the microcomputer area, recently made its debut to the Spanish-speaking Mexican community at a festive gathering held at the Technological Museum in Mexico. CompuMundo, published by Computerworld de Mexico, is dedicated to microcomputer and small business equipment users.

CompuMundo
Computación Telecomunicaciones Electrónica
Abril 1984
Volumen 1, Num.1
$350.00
FORTH
Un lenguaje sencillo y poderoso
¡Cuidado! Fraude por computadora
Macintosh y PCjr. en escena

RICHARD SMALL, Managing Director of Computerworld de Mexico, reported that over 800 people attended the launching ceremony of CompuMundo, representing not only possible advertisers but

Continued on Page 4

On Comm Goes Monthly

The anticipated spin-off of Computerworld's Special Focus Publication, On Communications, goes into high gear this month with several significant events.

On Communications will become a full-fledged controlled circulation publication effective with the June, 1984 issue. For the remainder of 1984, On Communications will be a monthly standalone publication.

CWCI's On Communications staffers prepare for monthly frequency. Back row (left to right): PATTI HARTIGAN, CHRIS LEE, BRUCE HOARD, and BOB WALLACE. Front row (left to right) KATHY CAHILL, KATHY HAFNER, LISA GUISBOND, and MARJIE SEMILOF.

Continued on Page 5

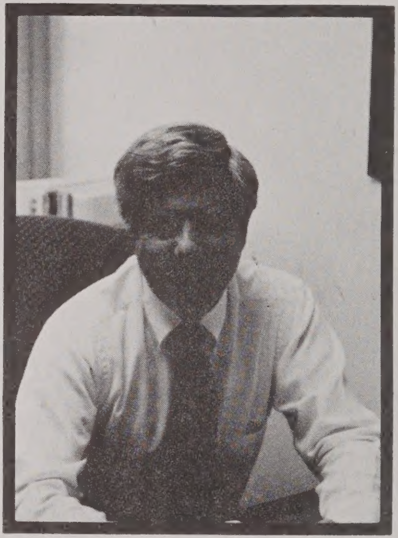
Spotlight

IDC's Pacific Technology Center

The Pacific Technology Center, a division of IDC located in Santa Monica, California, focuses on market research and consulting for emerging, high technology applications. Since 1979, PTC has been concentrating its efforts in the area of computer graphics and related applications, computer peripherals, and the impact of Japanese vendors on the U.S. computer market. The division now looks to expand its research scope to include electronics and computer-aided engineering applications.

Neil Kleinman, Division General Manager, sees PTC as "an exciting opportunity for challenge and frustration." Because the fields studied are so new, each research project tends to be unique and offers opportunity for innovation. At the same time, he acknowledges, "The diverse nature of high technology markets makes it difficult to define and deliver services in the standard IDC format."

PTC's recent research projects typify its innovative approach. A major study of the computer-aided design marketplace was divided into four reports so that major applications such as mechanical design and electrical design could be studied in detail. A current project involves detailed evaluation of business graphics software packages for microcomputers. Deborah Kelly is using both IBM and Apple computers to evaluate over a dozen software packages. In addition to a published report, Deborah will present her findings at the National Computer Graphics Association Conference in May.



Neil Kleinman

NEIL KLEINMAN's association with IDC goes back to 1968 as a Data File user at Scientific Data Systems. Neil's relationship continued as a CPS sponsor at SDS (later Xerox Corporation) and Electronic Memories and Magnetics. In 1976, he joined the Western Region operation in a sales and consulting role. After a two-year sabbatical to work with a management consulting firm, Neil rejoined IDC in 1982.

His industrial experience followed a path of computer industry vertical integration. Neil started as an IBM computer user at New York Telephone and Mitre Corporation, and then moved to Scientific Data Systems where he was a Product Manager for a large timesharing system

Continued on Page 3

and then a line of minicomputers. Neil's next step was into peripherals as Planning Manager for the Computer Printing Business Area at Xerox. At Electronic Memories and Magnetics, he held several marketing and planning positions in the areas of peripherals, magnetic media, core memories, and semiconductor components.

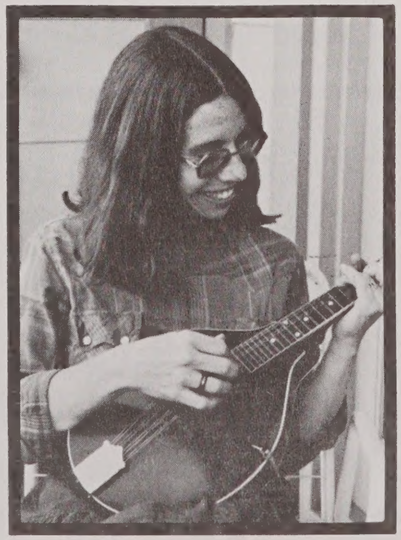
Neil has a BS degree from Union College and an MBA from the Amos Tuck School. He lives in Tarzana, California, with his wife Judy and sons Scott and Daniel. Neil's interests include classical music, photography, tennis, and haute cuisine, and he concedes that he spends a lot of time exchanging concert tickets due to his required business travel.

DEBORAH KELLY, Manager of PTC's Computer Graphics Research, came to IDC from the systems division of Pertec Computer Corporation. One of her responsibilities at Pertec was to serve as the contact point with market research firms such as IDC. Since joining IDC, Deborah's main area of specialization has been computer graphics, including CAD/CAM, image processing, and business graphics.

Deborah is a charter member of the National Computer Graphics Association and Chairman of the Los Angeles/Orange County chapter. Deborah's husband, David, is also in the computer industry. When they are not discussing computers, they enjoy attending plays and concerts, folk dancing, and hiking with their dog. In the little time left over, Deborah enjoys reading science fiction and fantasy.

Deborah Kelly

BARBARA GARY joined IDC two years ago, having come to her job with absolutely no computer industry experience. A former teacher, Barbara has evolved to the point of accepting the computer as a viable tool in today's world. Barbara has a BA from William Smith College and an MA from the University of Michigan. After six years of teaching early elementary school children, she had several of her own. Full-time mothering was followed by a variety of secretarial and administrative jobs,



Barbara Gary

From Page 3

including four years with an engineering consulting firm as a proposals coordinator. Her responsibilities at PTC include assisting in the production of reports and other research, and a variety of administrative, secretarial, and editing duties.

Barbara lives in Santa Monica with her husband, Kurt, and two sons, Jon and David. Her favorite pastimes are playing mandolin and guitar with her husband and other string musicians, bread baking, camping, bicycling, reading, and writing.

Outside consultant LYNETTE WERNER came to IDC in search of adventure, and immediately set out to find the Holy Grail of personal computing. In her first major assignment, she has developed a comprehensive database of color hard copy output products. Lynette has five years of experience in planning from Intel Corporation. She brings PTC high technology industry experience, tailored midwestern values, and enthusiastic flair. She holds a BS degree from the University of Wisconsin (Madison) and an MBA from Pepperdine. Lynette's interests include outdoor sports, art, and music.

Alan Abel **Lynette Werner**

Also working as an outside consultant to IDC's PTC division is ALAN ABEL who has been consulting in the high technology field for over 20 years. He became associated with IDC in 1983, and has worked on several projects concerned with graphics imaging technology. Alan holds a BSEE from Purdue, and an MBA degree from Harvard. His industrial experience includes test equipment and telecommunication products. Alan's major interests are reading and traveling.

More News...

CompuMundo Launched

From Page 1

also many people from other sectors such as government, industry, and communications. The launching reception featured computer background music, and an enjoyable exhibition of computer paintings by the famous artist Manuel Felgeres Barra.

WALTER BOYD, President of CWCI, and BILL MURPHY, IDG's Vice President of Finance, attended the reception and participated by greeting many influential people in the Mexican industry.

ABELARDO PEREZ UZCANGA, the newly appointed Editorial Director of Computerworld de Mexico and Editor of CompuMundo, stated, "The Mexican market is further impressed by our new editorial advisory board consisting of eight very distinguished computer experts."

CompuMundo has an initial circulation base of 10,000. As well as selling by subscription,

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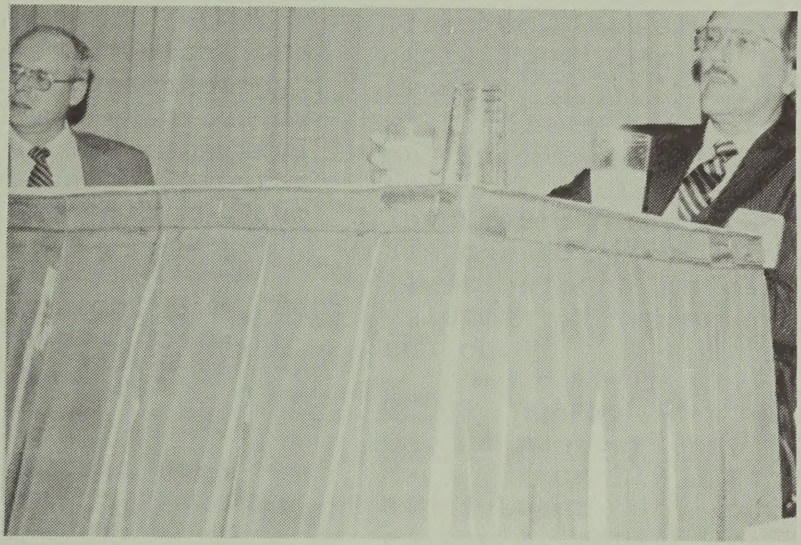
CAN YOU DO BETTER THAN THIS? SURE YOU CAN!!!



THE IDG PHOTO CONTEST: A CALL FOR ENTRIES

Attention IDG's amateur and semi-professional shutterbugs, here is the contest you've all been waiting for. Beginning June 1, 1984 and running through September 1, 1984, entries will be accepted for the first IDG Photography Contest.

Unlike most photo contests, this event will crown 12 winners rather than one. The prize will be instant glory and fame as the 12 winning photos will be used to create the 1985 IDG calendar, a beautiful full-color creation that will be given out at this year's Christmas party. Each photo will be assigned to a month and the photographer will be given prominent credit below the photo thus ensuring that your work will live forever in posterity.

So get out the old photo album or dust off your camera and get to work. Here are the rules:

1) The contest is open to all IDG employees worldwide. We encourage entries from all employees whereever you may be. Entries from relatives and friends are not allowed.

2) Both color and black and white photos are eligible. Slides as well as prints are acceptable but negatives and contact sheets are not.

3) There is a limit of three entries per person.

4) This contest will have an open theme. That means you should enter your best photo regardless of subject matter. Photos may have been taken anytime during your natural life (or unnatural life where applicable).

5) Each photo should have your name, department, (country where applicable) and phone extension on the slide or photo. Also include a title for your photo (be clever and make one up). We will make every effort to return all photos to their rightful owners but we cannot be responsible for photos lost or damaged.

6) No entries will be accepted after Sept. 1 and winners will be announced sometime in October.

7) The contest will be judged by an impartial panel of judges. The panel will be announced in a future issue of UPDATE. Winners will be chosen for creativity, content and overall photographic quality.

8) All entries should be sent (carefully packaged) to Marina Bonacci, Production Dept., CWCI. Entries without names, depts. and phone extensions will not be accepted. Interoffice mail will be fine.

9) Any questions call Glenn Rifkin, CW OA x577.

GOOD LUCK!!!!

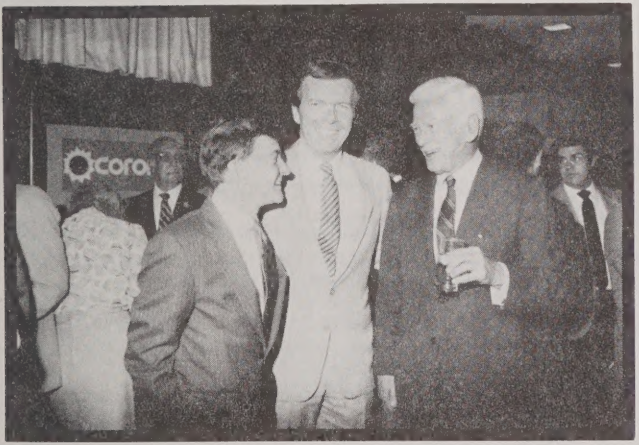
From Page 4

the publication is being widely sold through DIMSA, a large Mexican distributor. DIMSA has already reported a sale rate of 50% in the first week alone.

The 68-page premiere issue of CompuMundo, dated April, 1984, consisted of topics of interest on computing, telecommunications and electronics technology. Feature articles included, "FORTH, A Simple and Powerful Language", "Caution! Computer Fraud", and "Macintosh and PCjr On Stage."

Computerworld de Mexico, S.A. de C.V. also publishes Computerworld Mexico. Their offices are located at:

Oaxaca 21-2, Colonia Roma
Mexico City 7 D.F., Mexico
Tel: (905) 512-6309
TLX: (383) 1773916



WALTER BOYD, BILL MURPHY, AND RICHARD SMALL at the successful launch of CompuMundo in Mexico.

COMPUTERWORLD/MEXICO

Computerworld On Communications

From Page 1

CHRIS LEE, formerly Computerworld's Northern Regional Sales Director, has been named Associate Publisher of On Communications. In this capacity, Chris will direct the establishment of an independent sales force for the new publication, and become involved in the other activities associated with a start-up publication such as circulation development, promotion, and research.

BRUCE HOARD, who was appointed On Communications' Editor last May, recently announced the appointment of four additional editorial staff members: Copy Editors KATHLEEN CAHILL and LISA GUISBOND; and Staff Writers MARJORIE SEMILOF and BOB WALLACE to join the existing staff consisting of PATTI HARTIGAN, Managing Editor, and KATHERINE HAFNER, Staff Writer.

The drive for expanded circulation beyond the regular 122,000 Computerworld subscribers has been met with overwhelming success. Presently the circulation department is buried with the gratifying returns that resulted from several mailings to key buying influences in the communications marketplace. At last count, the number had reached over 15,000. These names will soon be added to the On Communications controlled subscriber list.

WALTER BOYD, President of CWCI, commented, "Communications is, of course, one of the fastest growing segments of the overall computer market, and we feel

Continued on Page 6

From Page 5

that On Communications will be able to capture a very large share of this booming new marketplace."

Computerworld
On Communications

Lights . . . Camera . . . Action
PC World's On T.V.

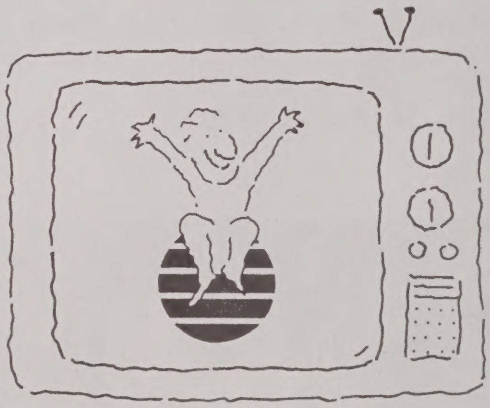
"Window on PC World" is an exciting new television series from PC World magazine. This 30-minute weekly program presents an inside look at the world of the IBM Personal Computer and compatibles, focusing on latest PC applications, software, hardware, and hands-on reviews of the entire personal computer industry.

Co-produced by PC World Communications, Inc. and Chesney Communications, "Window on PC World" debuted May 5th in five major U.S. markets with an estimated 200,000-viewer audience consisting of readers of PC World and others who own or use the IBM PC or a PC-compatible computer.

Similar in format to the popular computer magazine PC World, the show covers five topics: "Getting Started," "State of the Art," "Software Review," "Hands On," and "Community."

According to SUSAN KELLER, Executive Producer of the show, "There are so many new personal computer products to choose from, and many people are not aware these products exist. 'Window on PC World' will bring these and many other new products right into your living room."

Unique to "Window on PC World" is its infomercial format -- a six-minute information feature that demonstrates the advertisers' products. A toll-free telephone number is shown for viewers who want more information on the featured products.



Programming Guide
National: Sundays, 2:00 P.M., SPN Cable (Eastern time)
Wednesdays, 11:00 P.M., SPN Cable (Eastern time)
Boston: Saturdays, 7:30 A.M., WQTV-TV Ch. 68
New York: Sundays, 1:30 P.M., WNYE-TV Ch. 25
Northern California: Wednesdays, 7:30 P.M., KSTS-TV Ch. 48
Southern California: Saturdays, 7:00 A.M., KDOC-TV Ch. 56
Hawaii: Saturdays, 9:00 A.M., KSHO-TV Ch. 26

CN '84 A Hit

Tradeshow Week, the Management Newsletter of the Trade Show Industry, reported in its May 7th issue that the Communication Networks '84 Conference and Exposition had the largest growth of any trade show tabulated for the first quarter of 1984.

Continued on Page 7

From Page 6

Statistics on CN '84 report a 120.3% increase in exhibit space, a 40% increase in exhibiting companies, and a 168.8% increase in attendance. Congratulations to CWCI's Conference Management Group, and all the CN and Hajar people who made this successful event happen!

Promotions

Micro MarketWorld is pleased to announce the promotion of ALBERT CRINGELY from Field Editor to Senior Field Editor. Albert, who has been with Micro MarketWorld since February, 1983, was promoted to his new position largely due to his excellent coverage of behind-the-scenes dealings in the Silicon Valley. Albert resides on the Stanford University campus in Northern California. Congratulations on your new position, Al, and our best wishes for your continued success!

New employees

Welcome to MARILYN PELLEGRINI, CWCI's new Switchboard Operator/ Receptionist. Marilyn will be routing incoming calls as well as greeting visitors to CWCI's Framingham office with a smile. Marilyn is married to a local businessman and the mother of two sons. In her spare time she enjoys bowling, cooking, and "having fun on the Cape."

CWCI welcomes MARGIE SEMILOF to their staff. Margie joins the the team as a Staff Writer for On Communications. Previously, she was the Editor of the Delaware Business Review published in Wilmington, Delaware. Margie is a Framingham resident and graduated from Boston University, Class of 1980.

CWCI/Peterborough recently named DENNIS CHRISTENSEN as Typesetting System Manager. In this position, Dennis will be responsible for the efficient operation of the Typesetting Department, management of typesetting personnel, and will also serve as liaison with Data General and Penta Systems International, manufacturers of the firm's new typesetting equipment. Dennis comes to CWCI/Peterborough from Yankee Publishing, Inc. of New Hampshire where his responsibilities were the maintenance of their AKI/ATEX 4000 typesetting system and the performance of electronic pagination. Welcome to CWCI/Peterborough, Dennis!

JANET MORITA is a welcome new member of Micro MarketWorld's Menlo Park, California staff as Sales Coordinator. Prior to joining MMW, she worked for Neiman Marcus in Dallas where she was an Assistant Buyer in designer sportwear and children's wear. Janet graduated from UCLA in 1979 and holds a degree in Economics. As a student, she was the Classified Advertising Manager for the Daily Bruin, UCLA's campus newspaper.

CWCI extends a warm welcome to LORY ZOTTOLA, Copy Editor. She joins the Editorial Department after working at Arkwright, a Boston insurance company. Lory, a Waltham resident, holds a BA in English from Holy Cross College in Worcester. Welcome aboard, Lory!

Etcetera

Effective May 15, IDC's Chicago office will have a new suite number. The revised address is:

IDC Chicago
Suite 2910
444 North Michigan Avenue
Chicago, IL 60611

Anniversaries

One-Year Anniversaries

Patricia Carrington, PCI
Thomas Kothman, PCI
Reed McManus, PCW
Tim McNeill, IDG
Beverly Poore, PCI

Two-Year Anniversaries

Arthur Kossack, CWCI
James Pernock, CWCI

Four-Year Anniversaries

Ann Morley, IDC
James Reynolds, IDC

Five-Year Anniversary

Thomas Henkel, CWCI

Six-Year Anniversary

Linda Lombardi, IDC

Ten-Year Anniversary

Cheryl Gelb, CWCI

Eleven-Year Anniversary

Jack Edmonston, CWCI

Fifteen-Year Anniversary

Don Fagan, CWCI

Fitness Focus

Protein in the Morning

Bothered by the ten o'clock slump? You're not alone. If your breakfast doesn't feature protein, as millions do not, you begin to feel cranky and tired after about three hours.

On waking in the morning after hours of fasting, you need protein to carry you through until the noon meal. Natural high-protein breakfasts such as whole grain cereal, granola, fresh fruit or toast made with whole wheat bread, will keep you steady and alert during the morning hours. A second advantage of eating a good breakfast is that you will have less of a tendency to snack before lunch or overeat at other meals, an important factor in weight control.

Classified

FOR SALE

1978 brown Toyota Corolla. 4-door, automatic transmission, AM/FM stereo, 67,000 miles. Serviced on a regular basis (oil, grease, filter). Minimum rust and dents. Price: $3,000. If interested, please call Amy Zelermyer of CWCI at (617) 879-0700, x349.

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
CONTRIBUTING REPORTERS
Susan Damiano
Bill Sell

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IDG UPDATE

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Volume 14, Number 17 May 14, 1984

CEAT-84 A Hit

IDC Iberia recently sponsored a two-day European Conference of Technological Updating (CEAT-84) in Madrid. The conference was directed at top executives of the information industry who are involved in company strategic and long-range planning.

Attending the CEAT-84 Conference were (left to right): Elserino Piol (Olivetti), Cesar Gracia (Nixdorf), Victorio Sanchez (IDC Iberia), and Joan Majo (Ministry of Industry & Energy)

The CEAT-84 conference received very favorable reviews from the participants and attendants which included high-level executives from public and private companies, professors, and journalists. According to VICTORIO SANCHEZ, Managing Director of IDC Iberia, "The wide selection of topics was without a doubt the greatest achievement of the conference, and the variety of participants from around the world certainly reflected a 'global' viewpoint of all topics, and as expected, a diversity of opinions."

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ReRUN Scheduled

CWCI/Peterborough has announced the forthcoming publication of ReRUN, a collection of programs published thus far in the 1984 issues of RUN, the monthly magazine for users of the Commodore 64 and VIC-20 microcomputer systems. The programs will be available on both disk and cassette to the approximately 150,000 readers of the magazine. The first volume of ReRUN is expected in June, 1984.

"For as long as RUN has been available, readers have been writing and calling us to ask when we are going to offer our

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AV World

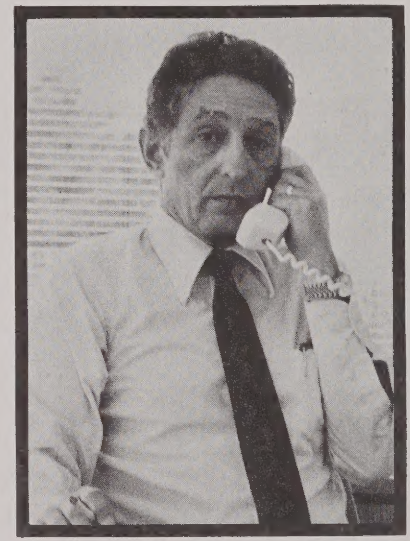
AV World produces motivational and tutorial slide shows, visual presentations, and media services for internal and external communications including sales meetings, product introductions, press conferences, speeches, seminars, and teaching situations.

Although AV World specializes in high technology clients, it already has a diverse list of other clients. In addition to producing the shows, the company will also "take the show on the road," setting them up and running them wherever the client requires.

Virtually all of AV World's presentations feature from two to as many as thirty computer-controlled slide projectors running simultaneously. By overlapping the images and carefully orchestrating the projectors' controls, a dazzling array of visual effects can be produced. Synchronized to within a tenth of a second, the computer can switch and dissolve among some or all of the projectors, causing the image to appear to move, zoom, glow, and blink. When the visual images are combined with full-stereo sound effects, music and narration, the audience is bathed in a sea of sensory stimulation.

For those of you who attended IDG's Christmas party, it was AV World that produced the memorable slide show that preceded dinner.

AV World is located at 40 Speen Street in Framingham, directly across from IDG headquarters.



Alan Ross

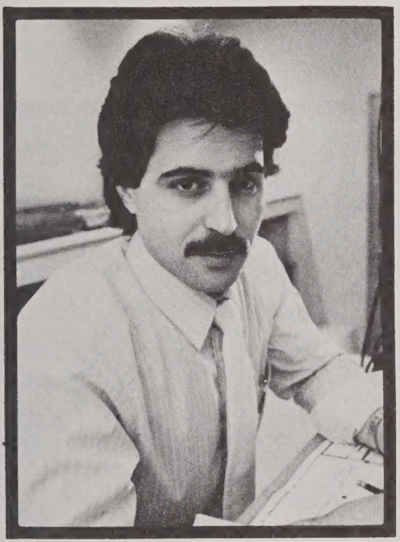
President, ALAN ROSS, who has been intimately involved in the computer business for more than two decades (the 280th DEC employee and founder of Computervision), is the man responsible for making AV World a success.

Alan has spent recent months juggling client and vendor meetings with production sessions. In his spare time he designed the facility with all of its unique requirements, and recruited the entire staff.

Alan has spent the past eight years servicing the computer industry, both as the Executive Vice President of an advertising agency and of another audio visual production company.

Continued on Page 3

Recently married to his wife, Donna, they took their honeymoon (1-1/2 years late) just before things really got rolling at AV World. Alan's outside interests include 41 years of tennis, including tournament play, horseback riding, and recently golf. He is also an expert on firearms and maintains a collection of both weapons and books on the subject.



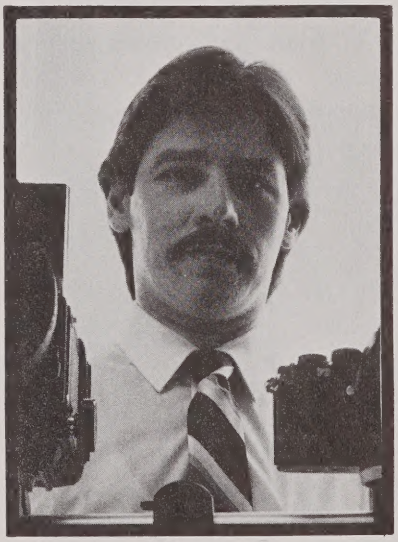
Mike Oley

Technical Director, MICHAEL OLEY, puts the show together. Mike is responsible for everything from surveying the site of the presentation to programming the slide projectors and selecting the music.

When Mike gets a script, he times it for pacing, selects theme music, adds sound effects at the appropriate moment, mixes in the narration, and programs the computer control system to run the projectors. At the show site he runs through rehearsals with the client and supervises the lighting and sound installations. He has produced shows in such diverse locations as Greece, Switzerland, Bermuda, Puerto Rico, and Canada -- not to mention all over the United States.

In his spare time Mike likes to play hockey and baseball. He is also an avid scuba diver who enjoys catching lobsters and spear fishing. Mike describes the hobby as "a trip into another world. It is as if you were in outer space!"

Director of Photography WILLIAM SNELL specializes in product and location shooting. His workday can range from taking pictures of catsup bottles to photographing a computer assembly line or grabbing "people" shots at a black tie affair. In the audio visual business you have to be fast, and there is no one faster than Bill. In preparation for IDG's Christmas party slide show, he shot 550 IDG employees, all buildings, and products in the 2-1/2 days leading up to the event.



Bill Snell

Bill comes to AV World after a stint with the Bambergers Department Stores photo studio. With his degree in recording engineering, Bill knows the audio as well as the visual side of the business. He calls himself a "vinyl junkie" and maintains a collection of more than 5,000 rare and limited edition record albums.

Continued on Page 4

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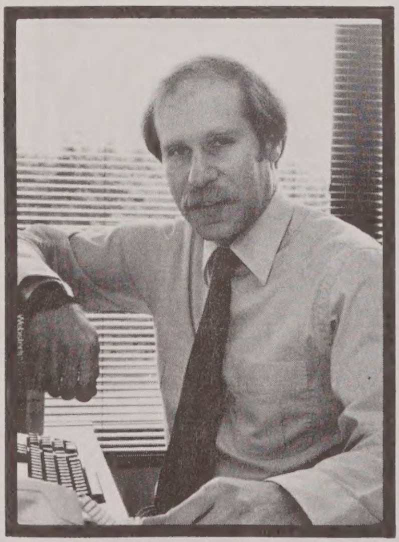
Bill's wife, Heidi, is a fashion model, and their four year old daughter, McKenzi, has also been featured in a number of photo layouts. Bill and his family enjoy horseback riding.

JEFF SEIDEMAN is AV World's Script Director. As the title implies, Jeff is responsible for writing and editing scripts, and working directly with clients to determine the content of their shows.

When he has completed a script and has received the client's approval, he meets with AVW's visual designer to determine the visual requirements. He is responsible for making sure the show is produced on time and meets (or surpasses) the client's expectations.



Jeff Seideman

As a writer and photographer, Jeff has worked in virtually all areas of print media and has written scripts for radio, television, documentary films, and instructional media. He was a writer/editor for NBC News and has written and produced audio visual scripts for Polaroid, the Sheraton Corporation, and the Cooperative Extension Service. Jeff also has much experience in wedding photography.

Visual Designer VAHEH SHIRINIAN is responsible for storyboarding and designing the shows from a single visual effect to a 30-projector extravaganza. He digests the script content and marries it to a series of visual images which enhance the message. As a storyboarder, Vaheh works with the client and the rest of the staff, designs special effects, requests type slides, and produces art and photography assignments.

Vaheh Shirinian

Vaheh holds a PhD in Instructional Systems Technology, and has worked on such accounts as the Buckingham Corporation, Coca-Cola, and Boston Whaler. He also designed instructional materials for Phi Delta Kappa.

Fluent in Persian, Armenian, and Turkish, Vaheh came to the U.S. in 1968. Vaheh and his wife, Loretta, have a six-month-old son, Raffi. When he gets some time to himself, Vaheh practices karate, plays chess, and goes camping.

Art Director JIM ESPEY is the creative man between the visual designer and the visual effects photographer. After the designer has determined what the show should look like, Jim turns

Continued on Page 5

From Page 4

those ideas into images that are then photographed and manipulated by the special effects photographer. Jim must combine his design and illustration skills with an ability to visualize the complex superimpositions that make multi-image such a spectacular and powerful medium.

Jim is also a highly regarded illustrator, and is now completing his third textbook. This one is an instructional book called "Passport to English" which is also being printed in Spanish and Oriental languages.

Jim, a Boston Celtics fan, had the opportunity to design the banners welcoming the Celts back to Boston after they won their last basketball World Championship. If you don't find Jim in the stands at Boston Garden, you can look for him at his local basketball court, on the ski slopes, or on the soccer field.

visual images. This highly sophisticated copy camera allows him to duplicate slides and flat art.

In the last four years Henry has won three first place awards and five honorable mentions in Forox's nationwide competition among its camera users. Henry has worked in the audio visual industry for seven years and attributes his stylish visual skills to his background as an art student, graphic designer, and photographer. In recognition of his skills, Audio Visual Communications magazine named him to its 1983 All-American Media All-Stars team, and Salem State College honored him last year with a one-man exhibit of his work.

Henry's hobbies include being a year-round theater-goer, photographer, and Super-8 animator. He finds camping and fishing to his liking in warmer weather.

Jim Espey

Henry Jackson

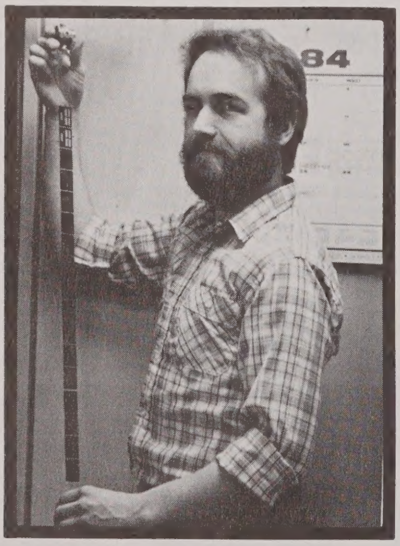
Forox Alchemist may be a better title for HENRY JACKSON than Director of Special Effects, because it is on the computer-assisted Forox camera system that he conjures up his magical

Laboratory Manager DAVE WATERS is responsible for processing all the color and black and white film produced at AV World. Dave also assists with Forox photography. Dave has worked at

From Page 5

a number of audio visual facilities in the Boston area, including stints as a photographer and Forox operator. He has a degree in media communications from Framingham State College.

Dave is a dart enthusiast and past captain of The Slugs, a dart team of the Ashland Fish and Game Club. The team is undefeated this season in the Minuteman Dart League, and is favored to take the divisional playoffs in May. Afterwards, Dave's team will be shooting for the league title against 60 other divisional winners. After that, "Who knows? Is darts an Olympic sport?"



Dave Waters

The first AV World staffer a visitor meets is Receptionist JULIE MCCOMBE. In addition to her receptionist responsibilities, Julie handles a variety of projects such as typing scripts for each show, helping with slide mountings, and assisting the president in scheduling meetings.

Julie graduated from the Katherine Gibbs School and comes to AV World after a stint in the speaker recruitment department of a computer show producer.

Julie works out nearly every day (she "pumps iron") and is pursuing a modeling career. She is also an enthusiastic skier and likes to go horseback riding. Julie considers herself part British, having lived in England for five years before returning to the United States to enter high school.

Julie McCombe

CEAT-84

From Page 1

IDC's Corporate Headquarters was represented at the conference by two fine speakers. ANN MORLEY spoke on "New Trends in Software," and WILL ZACHMANN presented an "Overview of Technology Trends and Communications."

During the second day of the conference, topics were presented and then a question-and-answer period was opened to all attendees.

IDC
IBERIA, S. A.

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

May, 1984

TOPIC: BASIC SUPERVISION I

DATE: June 5, 1984; The Ramada Inn at Logan Airport, Boston, MA.

Also June 8, 1984; The Marriott Twin Bridges, Washington, D.C.

COST: $155 per person. "Team" discounts are also available.

The Fred Pryor Seminars Inc. is sponsoring this seminar to provide the foundation facts new supervisors should build on, and experienced supervisors should brush up on. The course outline includes topics such as: Supervisory challenges and how to respond to them, How expectation affects results, How to give instructions that employees really understand, How to discipline without destroying, and much more.

TOPIC: TIME MANAGEMENT FOR SECRETARIES AND ADMINISTRATIVE ASSISTANTS

DATE: June 11, 1984; The Boston Park Plaza, Boston, MA.

COST: $165 per person. Group discounts also available.

This in-depth seminar sponsored by Lesley College Graduate School, will put you in control of your time, rather than having it control you. Secretaries can learn to set goals and priorities, learn self-defeating patterns and how to overcome them, how to use assertive communications with others, how to use active listening for fewer misunderstandings, and how to put these new approaches to work, and keep them working.

TOPIC: MANAGERIAL TECHNIQUES FOR SECRETARIES

DATE: June 12, 1984; Copley Plaza Hotel, Boston, MA.

COST: $165 per person. $150 each for groups of three or more.

Dun & Bradstreet sponsors this workshop where you can learn to put management principles to work in your job in order to build your career potential. The course outline includes: How to set your priorities, How to cut down on backlog work, How to organize the elements of your day, How to say "no" tactfully, How to anticipate work, How to shrink routine tasks, and more.

TOPIC: BUSINESS WRITING FOR RESULTS

DATES: May 23-24, 1984; The Sheraton, Boston, MA.

Continued

Also, June 28-29, 1984; The Marriott Hotel, Burlington, MA.

COST: $595.00 per person

Boston University Metropolitan College announces a two-day seminar, whose program includes: Overcoming writer's block, What top executives like and dislike in written communication, A sure, fast way to forceful writing, How to write simply, Improving skills in writing memos & reports, etc. Attendees are encouraged to bring samples of their writing for individual evaluation.

TOPIC: BETTER BUDGETING FOR MANAGERS

DATE: June 12, 1984; The Computer Forum, Newton Center, MA.

COST: $395 per person

Also sponsored by Boston University, this seminar will teach you budgeting fundamentals, the budgeting cycle, accurate expense analysis, sales forecasting and budgeting, the "pitfalls" to avoid, how to develop budgets with personal computers, and more.

TOPIC: IMPROVING YOUR PRESENTATION SKILLS

DATES: June 26-27, 1984; The Marriott Hotel, Burlington, MA.

COST: $595 per person

Sponsored by the Boston University Metropolitan College, this seminar is for all executives who desire to make more effective presentations. The outline of the course includes: Hearing yourself as others hear you, Having the right attitude, Knowing your message, Knowing your audience, Use of audio/visual aid, and techniques for delivery. Attendees are encouraged to prepare a five minute presentation on a topic of their choice.

TOPIC: ASSERTIVENESS TRAINING FOR SUPERVISORS & MANAGERS

DATE: June 19, 1984; The Lenox Hotel, Boston, MA.

COST: $165 per person. "Team" discounts also available.

This seminar, by the American Center for Management Development, is provided for supervisors and managers who wish to maximize their effectiveness and to learn to manage with confidence, while respecting the rights of others. You will learn how to be assertive without being aggressive, how to say "no" without guilt, how to evaluate others fairly, how to increase productivity, and how to use your management style most effectively.

INFORMATION REQUEST COUPON

Name: ____________________

Company: ____________________

Address: ____________________

____

Telephone: (   ) ____________________

Seminar Info. Requested: ____________________

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Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

From Page 1

programs on tape or diskette. Some of the best programs from the January through June issues of RUN will be featured," says RUN's Technical Editor GUY WRIGHT, who has selected games, utilities, and education programs for the first volume of ReRUN.

"There's something for everyone," added Guy. "We've crammed onto tape or disk more programs than you can get anywhere else for an unusually low price, and all the programs have been tested and refined. By giving the readers quality programs at a low cost, we anticipate a favorable response to this product."

CWCI/Peterborough explains that the programs have been packaged and formatted to make them as easy as possible to load and run. Each ReRUN package will also contain a copy of the corresponding article to serve as documentation and instruction.

The second volume of ReRUN will include selected programs from the July through December, 1984 issues of RUN and is planned to be available in December, 1984.

CW Brazil On the Air

Computerworld do Brazil, publishers of DataNews and Micro Mundo, announced the start of a weekly television program featuring computers and their impact on day-to-day life. According to ERIC HIPPEAU, Managing Director of CW/Brazil, the 15-minute program will initially be shown in Sao Paulo on Wednesday evenings, and has a potential of 500,000 viewers.

The program is presented by Micro Mundo Director of Publication NEY KRUEL, and by News Editor JUSSARA RODRIGUES. The show contains a news section where the latest computer developments are presented, and an applications section where common and current use of computers are shown on-site.

People

CWCI recently announced the appointment of RON MASTRO to the position of Northern Regional Manager for Computerworld. In his new position Ron will be managing the advertising sales activities of all sales and sales-support personnel in the Newton sales office. Previously, Ron served as District Manager for Computerworld. Congratulations on your new position, Ron!

On Saturday, April 28th, two Micro MarketWorld employees were married. SUSAN LOVEJOY, Assistant Executive Editor of Micro MarketWorld "tied the knot" with MICHAEL BAILY. Susan and Michael were married in Long Island, New York and spent a wonderful honeymoon in Scotland. Micro MarketWorld's Contributing Editor, RICHARD LOFKIN, was also married on April 28th. Congratulations and best wishes to both happy couples!

New employees

A new face on CWCI's Production team is CHRISTINE MENDYK. As a Paste-Up Artist, Christine will be kept busy producing mechanicals, brochures, literature, and charts for CWCI. She graduated from Salem State College, magna

Continued on Page 8

From Page 7

cum laude, with a BA in English and Art. Christine lives in Framingham, and in her spare time she likes to unwind after the demanding deadlines of the week by combing flea markets, collecting miniatures and antiques, dancing, hiking, horseback riding, sailing, swimming, and taking candid photos. She and her fiance will be married on May 27, 1984 at the Martha Mary Chapel in Sudbury.

CWCI's General Administration Department welcomes JEFFREY CORDEIRO to the position of PC Applications Manager. Jeffrey's varied duties include financial PC application development, support, and training. Jeffrey is a Marlboro resident and holds an MBA from Babson College, class of 1982. He came to CWCI from Digital Equipment Corporation. During his leisure hours Jeffrey enjoys computers, skiing (water and snow), tennis, basketball, and cars.

A new member of IDC's Vendor Services Group is VALERIE BERNAS. As Secretary she will provide general support to CIMS, Guide, and CSP department members. Valerie graduated in 1982 from Katharine Gibbs School in Boston with a word processing certificate. Valerie is a Framingham native who came to IDC from Koehler Manufacturing Company.

CWCI's Special Publications Departments extends a hearty welcome to their new Editorial Assistant, KAREN WALLACE. Karen will be responsible to handling travel arrangements and a variety of other support functions. She lives in the town of Holliston and likes to travel, dance, and relax on the beach.

Anniversaries

One-Year Anniversaries

Mark Camara, IDC
Bruce Charonnat, PCW
Wayne Dombrowski, IDC
Janet McCandless, PCW
Beth Phelps, CWCI
Michelle Reyes, PCW

Two-Year Anniversaries

Mary Dolaher, IDG
Letitia Kashani, IDC

Four-Year Anniversary

Harriet Brody, IDG

Six-Year Anniversaries

Robert Wescott, CWCI
Karen Weston, IDC

Seven-Year Anniversary

Aaron Goldberg, IDC

Tenth Anniversary

BARBARA JEANNETTI recently celebrated her 10th Anniversary at CWCI and, as traditional, was treated to a luncheon at the Ritz-Carlton in Boston by PAT MCGOVERN, Chairman of CWCI.

BARBARA JEANNETTI about to head into Boston for the traditional 10th anniversary luncheon with CWCI's Chairman, PAT MCGOVERN.

From Page 8

Barbara joined CWCI in 1974 as Assistant Circulation Manager. After a few years, she became Circulation Manager, assuming the overall responsibility of the day-to-day management of Personnel, Customer Service, Accounts Receivable, Documentation, and Fulfillment.

As Circulation Manager she assisted in the development of Computer Management, Export Direction, and Computerworld Spain. She served as liaison between CWCI and Crain Communications, and was also involved in equipment selection, systems analysis, programming, and training of such equipment. Barbara is presently serving as Assistant to the Publisher, TOM CASALEGNO, of Micro Marketworld. She is currently a member of NBCA, NEDMA, ABC, ABP, and DEMA.

Barbara's life outside of CWCI is filled with 4 children, 2 grandchildren, cranberry bogs, and community projects.

Fitness Focus

Changing Mountains Into Molehills

Today almost everyone we meet has problems of one kind or another. By following a few simple principles we can learn to deal with our problems - both business related and personal.

Keep the Proper Perspective

Most of us, when a problem arises, have a tendency to exaggerate the magnitude of the problem. We imagine all kinds of things. And the more we dwell on it, the bigger the problem seems to become, until our whole being is consumed with this "terrible thing."

If you find yourself caught up in the "making mountains out of molehills" syndrome, try looking at your problem realistically. Formulate in your mind exactly what the problem is. This will clear your mind so you can get at the root of the problem, and tackle it in small doses.

The Power of Positive Thinking

The second principle is to be positive. Sometimes we find ourself aggravating our problems by convincing ourselves that we aren't capable of accomplishing certain things. Negative thoughts are self-destructive. They become a self-fulfilling prophecy. Another way to aggravate your problems is to blame others. You might blame the company for not issuing a policy or your general agent for not doing more for you. The truth is -- nobody is ever defeated until he starts blaming others."

We determine our own success or failure. Putting the blame on others can keep us from achieving our full potential. On the other hand, if we think positively and have confidence in our abilities, we will find our problems diminishing and our successes increasing.

Continued on Page 10

Define the Problem

Break down the problem into its simplest form. Once you have done this, you may find you don't really have a problem - you just need to make a decision. Many of us have a habit of postponing making decisions, especially difficult ones. But when we can break it down into its simplest form, then making a decision doesn't seem like such a monumental task.

Take Action

The final principle is to simply TAKE ACTION. Don't allow anxiety to paralyze and inactivate you. In other words, don't just wait for things to happen. What you want in life is all up to you!

IDG UPDATE

EDITOR
Carol Famosi
ASSISTANT EDITORS
Vickie Bagley
Ann Baker
Jo-Ann O'Mara
DISTRIBUTION
John Rudsit
TYPESETTING
Carol Polack
Kim Adams
CONTRIBUTING REPORTERS
Susan Damiano
Bill Sell

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Carol Famosi, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 440; Telex: 95-1166; OnTyme mailbox address: IDG.C/Famosi.

Classified

CREDIT MANAGER

Wayne Green Enterprises is seeking an experienced credit manager. Interested candidates should contact Jane Peirce at Wayne Green Enterprises, Route 202 North, Peterborough, NH 03458, or call (603) 924-9261.

ADVERTISING SALES

Wayne Green Enterprises is looking for experienced advertising sales people. Please contact Jane Peirce at WGE, Route 202 North, Peterborough, NH 03458, or call (603) 924-9261.

SALES SECRETARY

CWCI has an opening it the Computerworld Northern Regional Sales office in Newtonville for a Sales Secretary. Candidates must have excellent typing skills, be able to use dictaphone, and possess good telephone manners. Word processing experience also required. Applicant must be able to adapt to changing work situations, function effectively in a fast-paced environment, and be able to work well under pressure. Responsibilities will include: typing and word processing; filing; maintaining a library of sales promotion tools and other supplies needed by busy salespeople; maintaining large mailing lists; organizing travel arrangements and reservations; answering phones; and special projects as needed. To apply, please contact Alice Longley of CWCI at (617) 879-0700, x442.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Carol Famosi, Editor, IDG Update, P.O. Box 1450, 5 Speen Street, Framingham, MA 01701, or send your ad through inter-office mail.

Your name: ______________________________

Company: ______________________________

Telephone: (______) ______________________________

Text: ______________________________

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IDG

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 16 May 7, 1984

jr Magazine Launched

First copies of *jr*, the new IBM PCjr magazine from CWCI/Peterborough, recently rolled off the presses. The premiere issue, sporting a May cover date, contained 132 pages.

CWCI/Peterborough Vice President and General Manager, DEBRA WETHERBEE, pronounced *jr* a rousing success and commented, "It is the most attractive magazine that the Peterborough division has ever produced." Editor-in-Chief DANIEL SULLIVAN was also delighted with *jr*'s debut, stating that it was unquestionably a major contender in the IBM PCjr magazine market.

The contents of *jr*'s premiere issue include an in-depth analysis of IBM's new home computer that examines both the entry and enhanced models, the software designed to support the new machine, the peripheral devices and accessories available to PCjr owners, and the literature and support services focusing on the system. Other feature articles treated a wide range of topics geared to the many possible uses open to owners of the IBM PCjr.

May 1984
USA $2.95
A Wayne Green Publication
PREMIER ISSUE
jr
T.M.
For IBM's Home Computer
Making Junior Part Of Your Family
Educational Programs: Selecting the Right Ones For Your Children
Information On Demand: Putting Your Junior "On Line"
How Much Programming Do You Really Need?

Other key members of the *jr* staff who played important roles in the launching include MICHAEL THOMPSON, Managing Editor; KEN SHELDON, News and Features Editor; EILEEN TERRILL, Senior Editor; PATRICIA GRAHAM, Review Editor; PAUL STATT, New Products Editor; and AMEE EISENBERG, Technical Editor.

CWCI/Peterborough's Creative Director, CHRISTINE DESTREMPES, supervised the design and layout of all *jr* pages, assisted by GLENN SUOKKO and DONNA WOLFARTH.

Continued on Page 8

Spotlight

IDG Finance & Administration

IDG's Finance and Administration Department is responsible for the financial, accounting, and tax reporting for IDG and its subsidiaries.

WILLIAM MURPHY is Vice President-Finance and Chief Financial Officer of IDG. Bill earned a B.S. in accounting and an MBA in finance. He went through the Raytheon Financial Development Program and then went on to Controller of Dynatech Corporation. He worked for two years on an acquisition team at W.R. Grace & Company, and then served as Controller of Ventron/Thiokol Corporation prior to joining IDG in January, 1970.

Bill Murphy

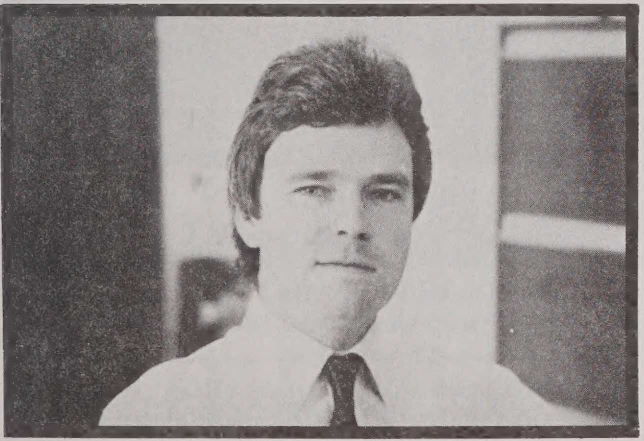
Ted Bloom

TED BLOOM, IDG's Corporate Controller and Chief Accounting Officer, joined the company in 1967. Ted oversees the day-to-day U.S. office accounting, accounts payable, accounts receivable, credit and collections, and payroll areas. In addition, he coordinates the various finances of international operations. Ted has a B.S. Degree and a Masters Degree in Accounting from Boston University. When not working, he enjoys golf and many spectator sports, especially baseball and football. Ted lives in Wellesley, Mass., with his wife, Barbara, and son, Benjamin.

IAN THALMESSINGER joined IDG in September, 1982 as Financial Controller in Europe, reporting to IDG's Vice President of Finance. Based in London, Ian is responsible for the financial activities of all IDC and CWCI European operations, which means 18 operating companies in 11 countries.

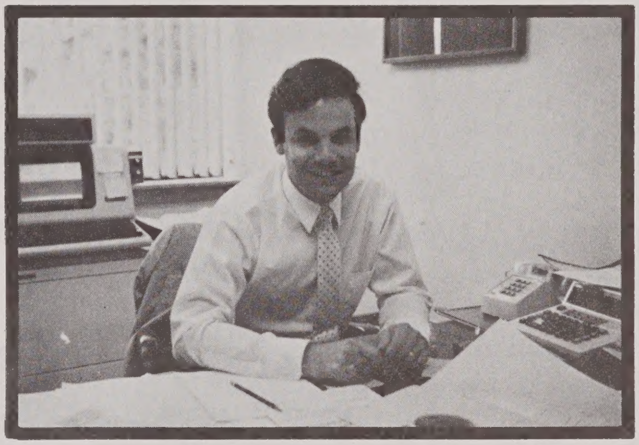
Brought up in India and the U.K., Ian is a chartered accountant who is fluent in English, Hindustani, Spanish, French, and German.

After completing his education, Ian worked for a firm of chartered accountants in the U.K. prior to joining Price Waterhouse in Spain. Two years later, he returned to the U.K. and spent the next three years working for Price Waterhouse on insolvencies and liquidations. Prior to joining IDG, Ian was Financial Controller of SRI International, based out of London.



Ian Thalmessinger

Besides being multilingual, Ian is multi-talented in that he holds both British and American pilot licenses, was a former water ski instructor, is an avid skier, and an expert marksman with a rifle. He and his wife, Helen, have one son, with a second child expected in September.



Mike Anzalone

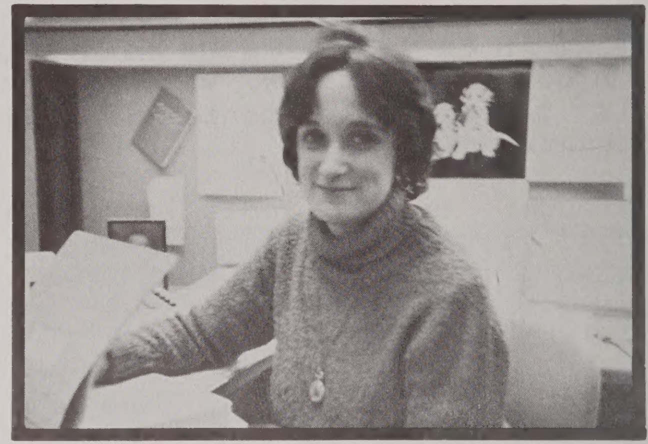
MIKE ANZALONE joined IDG's financial group in April, 1983 to fill a newly created position of Assistant Corporate Controller. In this position, Mike is responsible for directing the Credit Department, implementing new financial and accounting systems throughout the IDG companies, working with new acquisitions in preparing business plans and accounting systems, filing all IDG company tax returns, travel contracts, property and deferred revenue accounting and many other special projects. Mike says he particularly enjoys saving money for the company. Prior to joining IDG, Mike spent four years at Deloitte, Haskins & Sells as a CPA, and earned his MBA in Finance from New York University. Outside of the office, Mike enjoys running, laying on the beach, playing guitar, and microcomputing.

ANN-MARIE CUCCARO serves as IDG's Travel Coordinator, reporting to IDG's Assistant Controller. In this position, Ann-Marie is responsible for handling all corporate travel for IDG, IDC and CWCI, as well as the Newton and New Hampshire-based personnel. Before joining IDG in August of 1982, she worked for Heritage Travel in Southboro, Mass. for three years. Ann-Marie is a graduate of Boston University with a degree in Psychology. She currently lives in Shrewsbury, Mass.

Ann-Marie Cuccaro

IDG Accounting

DEBBIE SOBIN, who has been with the Accounting Department since 1978, is the Accounting Supervisor at IDG. Debbie organizes the workflow within the Accounting Department to ensure that all functions are completed smoothly and on time. She is responsible for the payroll for IDG, IDC, CW, PC World, Link, InfoWorld, and A/V World. She also handles the bookkeeping functions of Link Resources, and is involved in a variety of special projects which keep her very busy. Debbie lives in Millis with her husband, Stan, and her daughter, Joelle.



Debbie Sobin

Grace Polishook

GRACE POLISHOOK holds the title of Bookkeeper, and has the distinction of being IDG's first bookkeeper. When she assumed the position of bookkeeper more than sixteen years ago, she opened ledgers for CWCI and IDC from work sheets, and did all bookkeeping, deposits, and payroll for CWCI manually. Among Grace's various responsibilities are the tasks of handling bank

Continued on Page 5

statements for CWCI, and entering the general ledger on the computer system. In October, 1983 Grace went on a three-day-a-week work schedule. Grace enjoys her new-found leisure time, and loves to exercise, walk, read, shop, and renew old acquaintances. Grace lives in Newton with her husband, Lou, and they have two beautiful grandsons -- 8-year old Eric and 4-month old Benjamin.

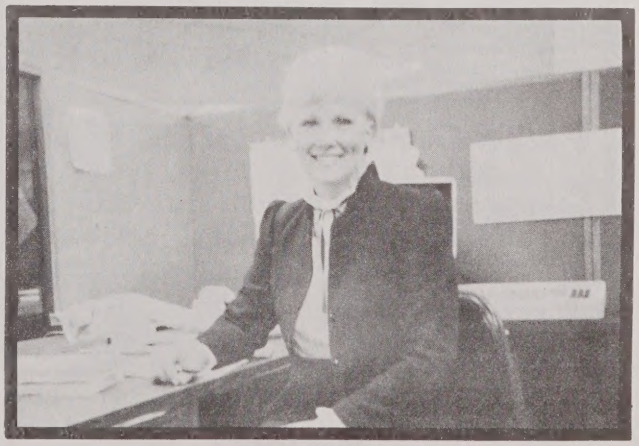
Accounts Payable Bookkeeper for Computerworld and Micro MarketWorld is HARRIET BRODY, who has been with IDG for four years. Harriet lives in Newton with her husband, Sol, and loves having her four grandchildren come to visit. She enjoys contract bridge and going on vacation, her most recent jaunt being a trip to Santo Domingo.

Harriet Brody

DIANE UTANO started with IDG in December, 1978 and works on CWCI Accounts Receivable. She processes cash receipts, keeps track of contracts, and ensures that everyone is billed at the correct rates, issuing debits and credits to correct invoices. Diane is married, and expects her first baby in September. She likes to dabble in arts and crafts.

Diane Utano

FRANCIE BENEDICT works in CW Accounts Receivable, and has been with the IDG Accounting Department since August, 1983. She has many duties, including auditing bills and entering cash for Computerworld and Micro MarketWorld, controlling contracts and bills for MMW, trial balances on list rentals, balancing the cash receipts journal, and depositing foreign checks.



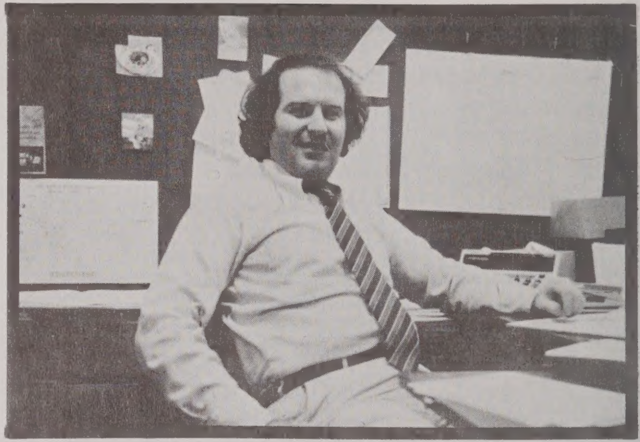
Francie Benedict

Francie lives in Bellingham with her husband, her 18 year old son, and her 12 year old daughter. She attends Dean Junior College in the Computer Science Degree Program. Francie is an artist, a member of the Hopkinton and Blackstone Art Association, and she participates in art shows.

Bookkeeper for Infoworld is ROBIN SILVERMAN, who has been with IDG since 1980. Robin's responsibilities include processing InfoWorld bills for payment, and auditing the accounts receivable billings. When she is not working, she enjoys photography, the beach, and pina coladas!

Robin Silverman

PETER GRAMENELLES first worked at IDG starting in June, 1982 as a temporary employee, but he was hired full time in the Accounting Department in September, 1983. His duties at IDG are in three major areas: processing IDC and IDG bills for payment, recording IDC invoices on the sales journal, and recording cash receipts. Peter enjoys relaxing, gambling, and golfing, and says he would like to become either a professional beach bum or a full-time professional student.



Peter Gramenelles

HOLLIS BRUSH holds the position of PC World Bookkeeper. She started with IDG a year ago and handles accounts payables and accounts receivables for PC World. She says that the growth of PC World keeps her job from being routine. Her outside interests include art, music, and cooking, but her main interest is her two small children.

Hollis Brush

LAURA VALANZOLA started working at IDG in February, 1984 as an Accounting Department Assistant. She handles a variety of functions for Link Resources, InfoWorld, PC World, Computerworld, and IDC. Laura graduated from Framingham State College in 1981 with a BA in Psychology. She lives in Ashland, and recently became engaged. She and her fiance, Jack, plan to be married in May, 1985.

Laura Valanzola

PINA POZZI, IDG's Data Entry Operator, is responsible for the processing and mailing of the accounts payable checks for CWCI, IDC, Link, PC World, and InfoWorld. Pina has been with IDG since 1980, and lives in Newton with her husband, John.

DOROTHY MAGER works in the Accounting Department on a part-time basis, and assists in processing subscription checks for CW and InfoWorld circulation. Dottie came back to the business world after being in retirement for many years, and refers to herself as the permanent, part-time grandmother on the staff, and says, "It's fun being with young, bright men and women who are the with-it, now-generation!"

Dorothy Mager

ANDREA SEIFF came on deck in January, 1984 as a File Clerk in the Accounting Department. Her duties include filing, tear-sheeting, and sending out statements and advertising bills for CW, PCW, and InfoWorld, as well as working on accounts payable filing for all IDG U.S. companies.

Andrea Seiff

Launch of jr

From Page 1

SUSAN GROSS, Editorial Design Manager for all the Peterborough group's publications, supervised the production of jr. Advertising Sales Manager for jr, DAVID FERRANTE, assisted by RICHARD ALDEN and SANDRA COX, put in a fine effort in garnering ad pages for the new magazine.

WGI Name Change

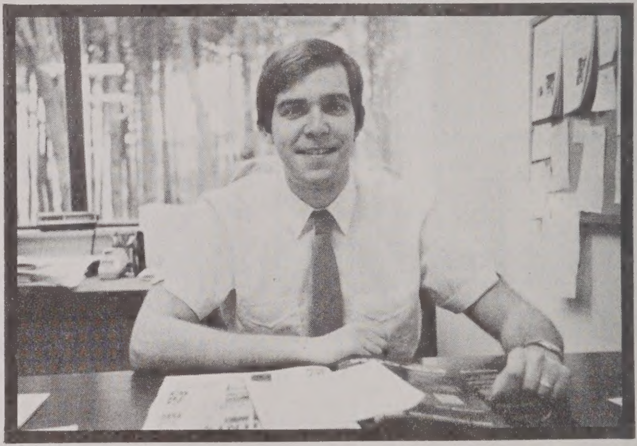
The Wayne Green Publications Group, Inc. will now be called CW Communications/Peterborough in its communications to its customers.

JAMES LEONARD, Public Relations Director, says the purpose of the name change is to foster a closer identification with the world publication family of CW Communications/Inc., its parent company.

The publishing unit now issues seven monthly magazines, two magnetic media monthlies, and technical books.

People

Congratulations to WILLIAM SELL on his recent appointment as Manager of International Telecommunications for IDG. In this position, Bill will be responsible for maintaining and enhancing our worldwide electronic mail network which supports IDC's market research and industry analysis activities, as well as CWCI's International News Network. Bill will also be responsible for ensuring that IDG and its operating companies take advantage of the latest communication technologies as they become available, and will act as Operations Associate for IDG's Communication Networks Conference and Exposition, and its Network Management Conference.



Bill Sell

Bill will also be responsible for conducting our annual employee evaluation survey, and the international market surveys on the need for information services on information technology.

Passing the Pen

Previously, Bill was Editor of the IDG Update for six years. During that time, the IDG Update went from a one-page newsletter with a circulation of a few hundred, to a six-page weekly newsletter with a circulation of over 1,400. "As Editor of the

Continued on Page 9

From Page 8

IDG Update, I have had a very fulfilling experience in meeting many of our employees and divisions within the company, and working with people on feature articles," Bill stated.

As a result of Bill's new responsibilities, there has been a transition in the Editorship of the IDG Update. Bill will continue to participate in the publication by acting as a Contributing Reporter.

Meet the Staff

Managing Editor of the IDG Update is CAROL FAMOSI. Carol is responsible for organizing the news and production team, establishing schedules, and overseeing the content of the publication. In addition, she is very active in increasing communications between all IDG operating units and writing news items from these sources. Two features which Carol recently introduced to the IDG Update are "Training News," a U.S.-based insert describing internal and external training opportunities, and "Fitness Focus," a weekly section dedicated to health hints.

Copy Editor for the IDG Update is ANN BAKER. Ann has the important task of reviewing the drafts of each newsletter issue for content, grammar, and spelling -- ensuring that the newsletter text is written in an informative manner with as few typographical errors as possible. She also contributes to the writing of news stories.

A key member of the team is JO-ANN O'MARA who is responsible for editing rough incoming material into final text form, and ensuring that weekly deadlines are met. Jo-Ann also gathers information on all new company personnel for the "New Employee" section, assists in editing news items, and serves as a newsletter photographer and contributing writer.

The person responsible for the attractive and professional appearance of the newsletter through design, layout, and paste-up is VICTORIA BAGLEY. Vickie also researches interesting training seminars which make up the "Training News" insert, and assists in the preparation of many news stories by reporting, writing, editing, and taking photographs.

Vickie Bagley **Ann Baker**
Carol Famosi **Jo-Ann O'Mara**

Other members of the IDG Update team include: SUSAN DAMIANO, IDG's Personnel Manager, who contributes the newly created "Fitness Focus" section; CAROL POLACK and KIM ADAMS who provide news headlines from CWCI's Typesetting Department; and JOHN RUDSIT, IDG's Operations Coordinator, who handles distribution of our newsletter each week.

IDG Update staff welcomes your suggestions, and is happy to receive any news items you wish to have covered in future issues.

Fitness Focus

Exercise & Dieting: Hand in Hand

Exercise -- to some it is practically a dirty word and to others it is a way of life. To those people beginning a weight reduction program, it should be a ritual for which special time is set aside every day.

Dieting is only one-half of a well-rounded weight loss program. Exercise is the other half. As your diet makes the pounds drop off, exercise will tone up your body and trim it. Even if you lose weight, you can still be flabby. Exercise will firm your body and make you lose inches -- even if you do not lose weight.

One of the most important things in planning your exercise program is making it FUN! Physical fitness is good for you and should be an enjoyable part of your day that you look forward to.

To be physically fit, you do not necessarily have to do an hour of muscle-straining calisthenics all by yourself in your living room every night. Instead, pick an activity that you enjoy and simply make sure you set time aside to do it. Working off calories and toning your body can be an incidental benefit you gain as you participate in an activity you enjoy.

For instance, a 20-minute brisk walk with a friend after dinner is an enjoyable activity for many people -- it also burns up 100 calories. Playing nine holes of golf for a couple of hours on Saturday afternoon is a treat for many -- it also gets rid of 500 calories at the same time.

Here is a list of several activities and how many calories are used when you do each for one hour:

Activity	Calories Burned
Sleeping	65
Typing rapidly	120
Bowling	200
Heavy housekeeping	240
Tennis	450
Downhill skiing	470
Jogging	600
Swimming	700
Cross-country skiing	900
Walking up stairs	1100

Remember -- excerise plus dieting equals a physically fit, healthy, trim body. So do something good for yourself, you deserve it -- START EXERCISING!

Anniversaries

One-Year Anniversaries

Jeanne DeFlorio, IDC
Janet Reilly, CWCI
Gayle Trachtenberg, CWCI
Kimberly Valloch, CWCI

Two-Year Anniversary

Jill Dondel, MMW

Three-Year Anniversary

Thomas Elliott, IDC

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 15 April 30, 1984

Computer News Joins CWCI Family

COMPUTER NEWS
Hi-tech exports row: US stands its ground
£120m plan keeps our chips sizzling
ICL pays to swing the axe

Shown above displaying a copy of Computer News are, from left to right: IAN THALMES-SINGER, IDG's European Controller; PAT MCGOVERN, Chairman of CWCI; MARTIN DURHAM, Publisher of Computer News and Managing Director of Computer News Limited;and MICHAEL FRANKS, Chairman of Computer News Limited.

CW Communications Limited, Computerworld's publishing company in the United Kingdom, has formed a new subsidiary, Computer News Limited, which recently acquired the weekly tabloid newspaper, Computer News. This arrangement has been made with the cooperation and support of The Publishing Company, the previous operator of Computer News.

Continued on Page 5

IDC Iberia

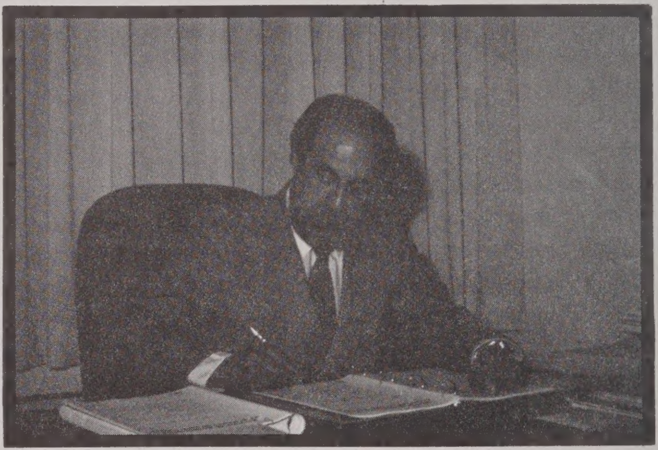
IDC Iberia was launched in January, 1981 with the objective of providing information services to vendors, users, and government in the Iberian countries of Spain and Portugal.

Since that date, it has become the leading authority in this marketplace with its major product, IBERCAST, established as the most authoritative monitor of market and industry trends. The IBERCAST series consists of eight research reports which each year focus on the most active information processing business sectors.

IDC Iberia has maintained very high-level contacts with clients over the past two years as demonstrated by the recent two-day CEAT conference which was attended by over 200 people representing a "Who's Who" of the Spanish industry.

VICTORIO SANCHEZ is President of IDC Iberia, and Director of Southern European activities, which includes the countries of Spain, Portugal, and Italy.

He studied at IPN, Mexico, and FLTP, Paris, and holds an MBA in Electronic Engineering, and a PhD in Philosophy. Before joining IDC Iberia, Victorio held many positions, including eleven years with IBM; General Coordinator of DP policies at the Ministry of Finance in Mexico; General Director of ITEL/Mexico; General Director and CEO, ITEL, Spain; and General Director and CEO, Olivetti Computers/Spain. Victorio was the Founder and President of the Mexican Academy of Informatics, and also of Informatica in Mexico. He is a member of IEEE, CIME, AIUME, and AMIAC.



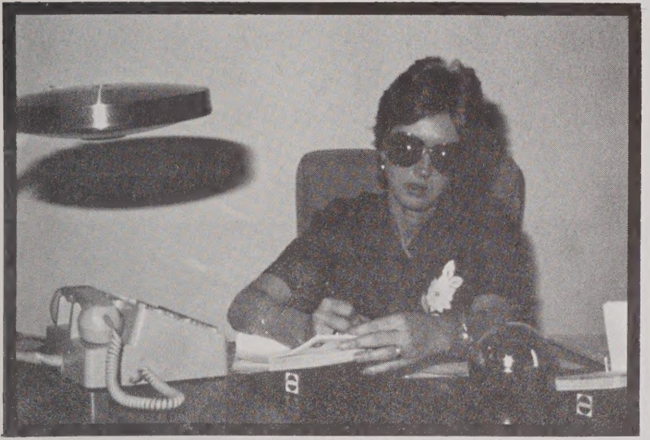
Victorio Sanchez

Victorio is married, and the father of three children. His hobbies include writing, reading, horseback riding, and windsurfing.

The Director of Marketing at IDC Iberia is MARIA JESUS MONTILLA. Before assuming her present position, Maria was Marketing Manager at Computerworld/Espana. Prior to that she worked with

Continued on Page 3

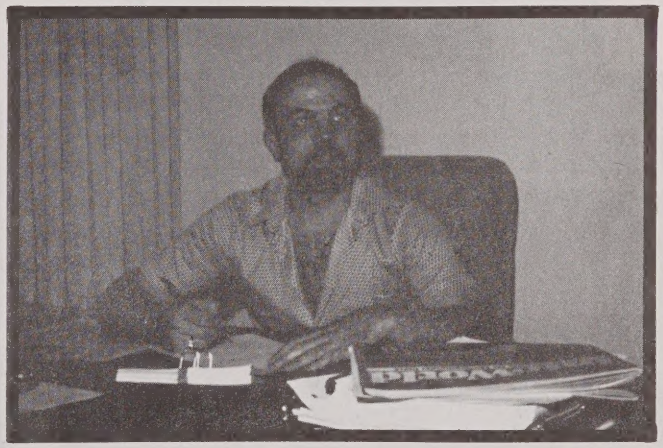
Informatica magazine for four years. Maria is married and has three children. In her spare time, Maria enjoys riding, reading, and water skiing.



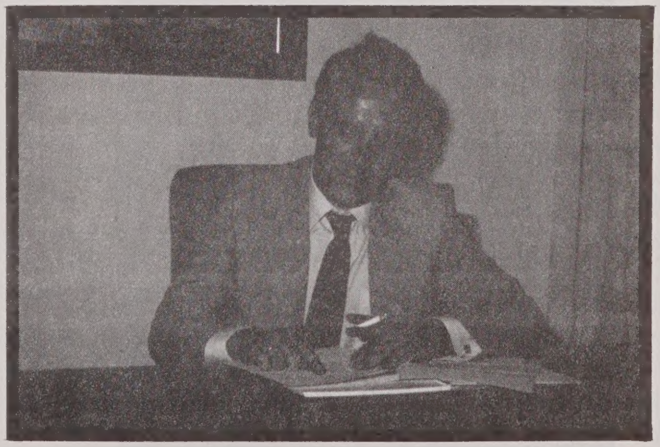
Maria Jesus Montilla

CARLOS BORRAS DE LA HOZ, IDC Iberia's Research Manager, joined the company in 1982 as Production Manager. Carlos came to IDC Iberia from Olivetti Computers where he served as Technical Manager. Prior to Olivetti, he worked at ITEL as a Technical Manager, at EMI Medical Company as a Supervisor, and at Sperry Univac as a Field Engineer. His studies include industrial engineering and electronics. Carlos is married, and the proud father of one child. Carlos' interests include automobiles, tennis, and reading.

IDC Iberia's Sales Manager is ANTONIO DE LOS REYES IBARRA. Antonio came to IDC Iberia from M. Palau as their Regional Manager in Spain. Prior to that, he held various positions such as a commercial manager, sales manager, publicity director, and accounting manager for various firms in Madrid. Antonio has studied architectural engineering, marketing, commercial management, and accounting. He and his wife have two children. When time permits, Antonio enjoys reading, music, sports, painting, and the theater.

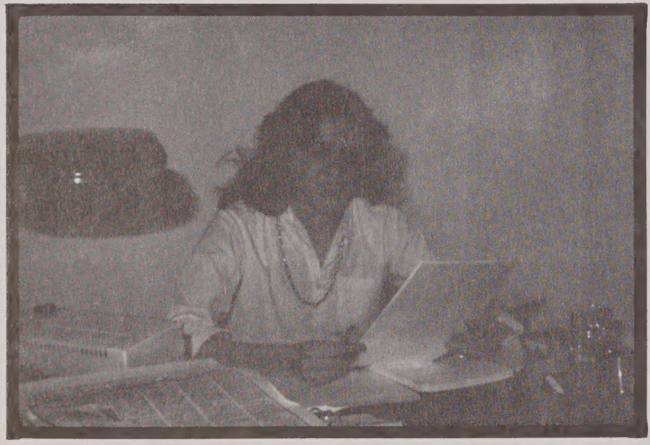


Carlos Borras de la Hoz



Antonio de los Reyes Ibrra

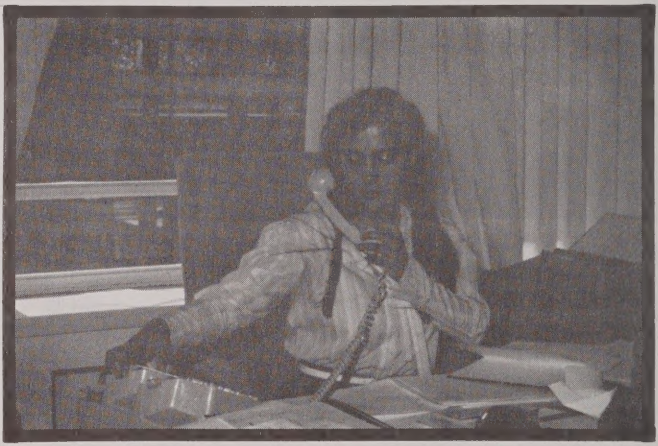
Research Consultant, JOSEFINA REPARAZ LAVIN, joined IDC Iberia's team in September, 1982 as an Interviewer. In January, 1983 Josefina was promoted to the position of Interview Coordinator, and in July, 1983 she was appointed to the position of Junior Consultant. Josefina, who is single, enjoys horseback riding, swimming, and sailing in her spare time.



Josefina Reparaz Lavin

Alicia Arciniega Zapatero

ALICIA ARCINIEGA ZAPATERO, Marketing Representative, joined IDC Iberia as a Junior Consultant handling interviewing and tabulations. Alicia held various secretarial positions at Editorial Fiscal, Patentes Y Marcas, and Constructora Nuteim before joining the staff of IDC Iberia. Alicia is single, and her hobbies are music and reading.



Amparo Teruel Jaramillo

AMPARO TERUEL JARAMILLO is responsible for IDC Iberia's MIS activities and also acts as Secretary to Victorio Sanchez. She previously held secretarial positions at Olivetti Computers and NCR. Amparo is married, and enjoys reading and sporting activities in her free time.

OLGA IBARRA MORATA, Manager of Data Bases for IDC Iberia, joined the company in 1982 as Data File Coordinator. She was previously Congress hostess for Kienzle, Ceditex, and YKK. As Manager of Data Bases, Olga is

Continued on Page 5

responsible for all data file activities. Olga has also pursued veterinarian studies. She is married and the mother of one.

Olga Ibarra Morata

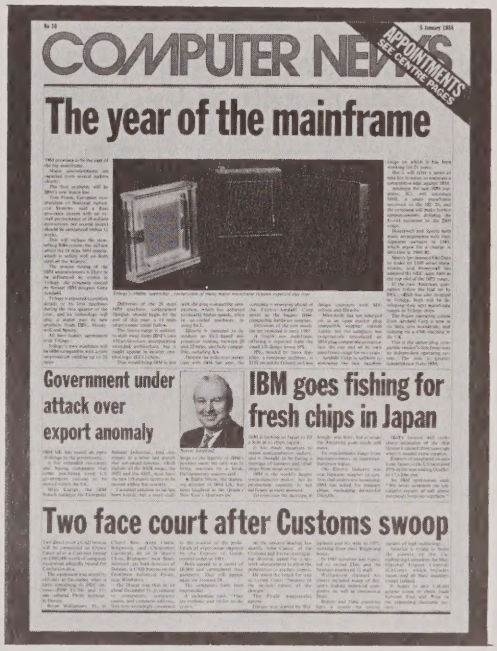
The newest member of the IDC Iberia staff is ANTONIO TARATIEL GRASA. Antonio holds the position of Senior Consultant-Ibercast. Antonio is a graduate of the University of Madrid in Economics, and a post-graduate in Data Processing.

Computer News

From Page 1

80,000 copies of Computer News are circulated each week to MIS directors, DP operations managers, senior programmers and analysts, computer industry executives, and computer consultants and educators.

Computer News Limited will also undertake the management and operation of CWCI's two existing U.K. publications -- Computer Management and Computer Business Europe.



No 10

5 January 1984

COMPUTER NEWS

APPOINTMENTS SEE CENTRE PAGES

The year of the mainframe

Government under attack over export anomaly

IBM goes fishing for fresh chips in Japan

Two face court after Customs swoop

IDG's European Controller IAN THALMESSINGER, played an active role in the acquisition, reviewing financial statements, acting as a liaison between IDG U.K. lawyers and IDG headquarters, and reviewing the contract with our new U.K. subsidiary.

PAT MCGOVERN, Chairman of CWCI, told the Update, "We are very pleased with this development of a weekly Computerworld publication affiliate in the United Kingdom. The quality of the staff of Computer News, its market position, and the favorable support it is getting from the industry gives us justification to believe that we will be able to become the number one computer weekly newspaper publisher in the U.K."

Continued on Page 6

Chairman of Computer News Limited is MICHAEL FRANKS. Publisher of Computer News and Managing Director of Computer News Limited is MARTIN DURHAM. RON CONDON is the Editor of the publication, and the Advertising Director is RICHARD WARD.

Computer News Limited is located at: 99 Grays Inn Road, London WC1 8UT, England. Telephone: 831-9252. Telex: (851) 262346.

First MIPS Seminar

As a part of a comprehensive Micro Industry Planning Service, IDC Scandinavia recently held their first MIPS Seminar in Copenhagen.

Guest speakers included BERNELL WRIGHT from Link Resources of New York, and AARON GOLDBERG from the IDC West Coast office.

BERNELL WRIGHT (Link Resources) and DAVID ROUSE (IDC Scandinavia) at IDC Scandinavia's First MIPS Seminar in Copenhagen.

The seminar was well received by forty attendees from all four Nordic countries. "Not a full house, but a good start. In three years, people will be fighting to get in!" said DAVID ROUSE, Managing Director of IDC Scandinavia.

The Micro Industry Planning Service combines the European product, local research, relevant IDC U.S. and Link reports, and this seminar into an annual service.

David commented, "This type of event is much appreciated by our MIPS clients. Considerable thanks are due to Bernell and Aaron for bringing to wintry Denmark the warmth and enthusiasm of the new world. At last people in the old world are realizing that they have to take note of what is happening across the pond!"

People

IDC announced the recent appointment of DAVE MOSCHELLA to the position of Editor-in-Chief in the Publications Department. In this position, Dave will be responsible for the timely preparation and quality of all IDC Publications Department products, including newsletters and special reports. Congratulations on your new position Dave!

New employees

Welcome aboard to ED ACLEY who recently joined IDC's ISPS Department in the position of Senior Consultant. Prior to joining IDC, Ed worked at

Continued on Page 7

IDG UPDATE

TRAINING NEWS

WEST COAST EDITION

April, 1984

Internal

TOPIC: INTERPERSONAL COMMUNICATIONS FOR MANAGERS & SUPERVISORS

DATE: May 9, 1984, the Dunfeys Hotel in San Mateo, CA

This seminar, sponsored by International Data Group, will feature guest speaker DeAnne Rosenberg. She is a dynamic seminar leader who has worked with people aroung the country in developing their management potential and interpersonal skills.

The subject focus will include the following areas: theory and psychology of negotiating, assertiveness, strategic listening skills, managing conflict, and stress.

Please contact Susan Damiano at IDG as soon as possible, as attendance will be limited to a first come, first served basis.

TOPIC: ASSERTIVENESS TRAINING

DATE: May 11, 1984, The Hilton Hotel, Natick, MA.

Another seminar sponsored by IDG will also feature DeAnne Rosenberg. This one-day session will focus on the following: theory of "assertiveness", usage of assertive verbal skills, techniques for handling anger and hostility, dealing with criticism and rejection, developing strategic listening skills.

Please contact Susan Damiano as soon as possible as seats will fill up fast.

External

TOPIC: FUNDAMENTALS OF BUDGETING

DATES: May 21-23, 1984, The Hyatt Wilshire, Los Angeles, CA.

COST: $845.00 per person.

The University of Pennsylvania's Wharton Seminars for Executives is sponsoring this seminar where

Continued

you can develop a systematic and comprehensive approach to budgeting. Emphasis will be placed on operational concepts and new analytical techniques in budgeting. This seminar is recommended for all levels of personnel including project managers, and managers of other departments. Individual and group discussions are encouraged.

At this seminar you will: Learn how to communicate effectively with financial executives, Become familiar with terminology of budgeting, Understand the planning and preparation of a budget and the benefits/disadvantages of different budgeting methods, Improve your confidence in your understanding of the budget process.

TOPIC: MANAGING PEOPLE

DATES: June 11-12, 1984, The Hyatt Wilshire, Los Angeles, CA.

COST: $845.00 per person

The University of Pennsylvania's Wharton Seminars for Executives is sponsoring this two-day seminar designed to help you handle "people problems" both inside and outside your organization. You'll study and discuss a variety of concepts, techniques, and approaches to enhance your effectiveness with people. You'll study actual case histories, and you'll see how you can develop your own, successful management style.

In this seminar you will: Learn to deal more effectively with people on all levels, Discover how to build more effective working relationships, Study methods of handling interpersonal conflicts, Learn to increase employee productivity and satisfaction, Learn to initiate changes, and much more.

TOPIC: MANAGING THE WORD PROCESSING OPERATION

DATES: June 13-15, 1984, Meridian Hotel, San Francisco, CA.

COST: The fee for this seminar is $820. Company "teams" of three may attend at reduced rates.

At this remarkable skills-building course, you'll focus on sure-fire ways to improve your day-to-day operation. You'll learn to: develope structured supervision and reporting responsibilties coordinate your resources to provide the best possible service, create practical training programs and materials, improve your workflow procedures, prepare clearer manuals that are easier to use, measure WP productivity and develop clearly defined job standards.

INFORMATION REQUEST COUPON

Name: ______________________________

Company: ___________________________

Address: ___________________________

____

Telephone: (   ) ___________________

Seminar Info. Requested: ___________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

Simplex Time Recorder as a Project Manager. A resident of Southbridge, Mass., Ed is currently working on an MBA at Nichols College.

New Client Services Representative in IDC's ISPS Department is CATHERINE CASKEY. Prior to joining IDC, Cathy was on a three-month vacation trip to Europe. Soon after graduating from Brown University (RI) with a B.A. in international relations, Cathy worked as an intern with Chemical Bank of New York. Presently living in Somerville, Cathy enjoys traveling, playing squash and tennis, and is interested in rowing.

CWCI extends a warm welcome to TERESA HOFFMAN who recently joined the Direct Marketing Department to handle list rentals for PC World. Teresa comes to CWCI from Stone & Webster of Boston where she was an administrative assistant in the computer department. Teresa attended UMass/Amherst where she received degrees in journalism and English.

Fitness Focus

May is Blood Pressure Month

Know About Blood Pressure

In all human beings, blood pressure varies from day to day and from moment to moment. It goes up during physical activity or when we are excited, and it goes down when we rest or sleep. These temporary changes in blood pressure are normal for everyone.

High blood pressure can cause strokes, heart attacks, and kidney disease.

Reduce Blood Pressure

High blood pressure is twice as common among people who are overweight. When these patients take pounds off and keep them off, chances are they'll need less medication (or none) to lower pressure to a healthy level. Ask your doctor for advice about keeping your weight and your blood pressure under control.

Tips to Control High Blood Pressure

Follow your doctor's treatment every day, no matter how you feel. Your doctor may ask you to do other things besides take medication. Do not decide by yourself which things you will do. Follow all the treatments that the doctor recommends.

Tell your family and friends about your treatment. They can remind you to take your pills, or to cook meals with your diet in mind.

Many of those who have high blood pressure can help control it by reducing the amount of sodium they consume.

What can you do to cut down on sodium? Use more fresh or frozen unsalted produce and meats, avoid processed foods and foods that taste salty, and don't add salt in cooking, baking, or at the table. Read the labels on all packaged foods to check for salt or sodium. And remember, a taste for salt is a habit -- the less you use, the less you'll want.

Continued on Page 8

Remember, millions of people control their high blood pressure. You can, too.

IDG Sponsors Free Blood Pressure Screening

The IDG Personnel Department is sponsoring a free blood pressure screening clinic on Tuesday, May 8, 1984, at both IDC and CWCI. If you would like to have your blood pressure screened at either location, please contact Janet Ingrando of IDG at x433 no later than Friday, May 4th.

Anniversaries

One-Year Anniversary

Kay Young, IFW

Two-Year Anniversary

Ron Shugan, IDC

Three-Year Anniversary

Elizabeth Burke, CWCI

Five-Year Anniversary

Renee Visconti, CWCI

Classified

SENIOR MIS CONSULTANT

IDC seeks a Senior MIS Consultant to join the Expert Services staff to consult with major clients and serve as the lead spokesperson for IDC in the areas of MIS planning, trends, technology, and management issues. The successful candidate should have senior-level managerial experience at a major, progressive MIS department -- preferably with large-scale IBM systems. Please send resume and salary history in confidence to: IDC, Attn: General Manager, 5 Speen Street, Framingham, MA 01701.

PASTE-UP ARTIST

CWCI is seeking a full-time paste-up artist for their busy Direct Marketing Department. Chosen candidate will work on an account management team that produces direct mail/marketing pieces including envelopes, letters, brochures, flyers, subscription order forms, ads, and new projects as they arise. Interested candidates that can produce clean and accurate paste-up, spec type, and are familiar with all aspects of mechanical preparation for a finished printed piece can apply by sending resume or detailed letter to Gail Odeneal, CWCI, 375 Cochituate Road, Framingham, MA 01701.

ADMINISTRATIVE ASSISTANT

CWCI is looking for an Administrative Assistant for its busy Direct Marketing Department. The responsibilities of this individual will vary from directly assisting in account work for several different projects, to taking over general administrative work within the department. A flexible, efficient, detail-oriented person interested in working in a fast-moving environment handling proofreading, typing, filing, making travel arrangements, answering telephones, and generally providing administrative support within the department can apply by sending resume or detailed letter to Gail Odeneal, CWCI, 375 Cochituate Road, Framingham, MA 01701.

IDG UPDATE

Managing Editor:	Carol Famosi, IDG
Editor:	Bill Sell, IDG
Copy Editor:	Ann Baker, IDG
Layout/Paste-Up:	Vickie Bagley, IDG
Production Coordinator:	Jo-Ann O'Mara, IDG
Typesetting:	Carol Polack, Kim Adams CWCI Typesetting Department
Design Consultant:	Tom Monahan, CWCI CWCI Art Director
Personnel/Health:	Susan Damiano, IDG Personnel Director
Distribution:	John Rudsit, IDG

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

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Volume 14, Number 14 April 23, 1984

O.P.C. Premieres at IBM PC Forum

IDG France has announced the launch of O.P.C., a magazine dedicated to the IBM personal computer user in France. The magazine was officially launched at the first European IBM PC Forum, which was held at the P.L.M. St. Jacques Hotel in Paris in late March.

O.P.C.'s entry into the market was quite spectacular. The magazine debuted with the largest first issue ever published in France. The premiere issue had a total of 144 pages with 65 pages of advertising. The first print run was a healthy 25,000 copies, with 13,000 copies delivered to the newsstands, and 12,000 copies to the subscribers and visitors to the first European IBM PC Forum.

The IBM PC Forum, a joint venture between IDG France and Capricorne Organization, was the first of its kind in Europe.

N° 1 MARS-AVRIL 1984

OPC

Le Magazine des Utilisateurs d'Ordinateurs IBM PC et Compatibles

ORDINATEURS PERSONNELS

JUSQU'OU VA LA COMPATIBILITE ?

LE PORTRAIT DE FAMILLE.

TOUT SUR LE CLAVIER.

The conference and exhibition program were a huge success, with over 10,000 attendees and 115 companies exhibiting. Exhibitors and attendees alike were delighted with the show, commenting on the high level of interest in the European market for IBM personal computers, peripherals, and compatible products.

Continued on Page 4

Spotlight

IDG's Personnel Department

SUSAN DAMIANO is Personnel Manager of IDG. She joined the company in December, 1980 and is responsible for all of the personnel-related activities at IDG, IDC, CW, InfoWorld, and PC World. Her many duties include benefits administration, new employee orientation, training, employee relations, labor relations, and the important task of planning the Annual IDG Christmas Party.

Sue Damiano

Susan is currently enrolled in the Certified Employee Benefit Specialist Program at the Wharton School, University of Pennsylvania, and recently completed the Personnel Administration Program at Bentley College. She is an article reviewer for "Personnel Administrator," a magazine published by the American Society for Personnel Administration. Susan is also a member of the South Middlesex Chamber of Commerce, and was recently honored by being selected to the 1983 YWCA Academy of Women Achievers.

Susan lives in Framingham and is an "aerobic maniac." She teaches aerobics in her spare time, enjoys skiing in the winter, and poolside cocktails in the summer.

JANET INGRANDO joined the company in April, 1981 as Personnel Assistant, and in July 1983 was promoted to the position of Insurance Claims Administrator. In this position Janet oversees the claims department, and assists in conducting employee orientation sessions to familiarize employees with the benefit program and procedures for claims processing. She has also written and illustrated an employee question and answer benefits booklet.

Janet lives in Framingham with her two cats, Mona and Tony. She recently worked on the committee for her class reunion, but says, "I'll never tell what year!" She is single and, in her own words, "young at heart."

Janet enjoys refurbishing her home, reading, illustrating, and working on various crafts and floral arrangements.

Janet Ingrando

MARY DOLAHER joined IDG in May, 1982 as Receptionist, and in July, 1983 was promoted to the position of Benefits Coordinator/Personnel Assistant. Mary assists the Personnel Manager in conducting employee orientations and organizing all company-sponsored seminars; and she processes, reviews, and handles the reimbursement of insurance claims for over 400 employees of the company.

Mary Dolaher

Mary lives in Franklin, and coaches a girl's high school softball team. She also enjoys windsurfing, sailing, and "Fridays at 5 PM."

Operations Coordinator with IDG is JOHN RUDSIT. John joined us in July, 1983 to work on various ongoing activities and run the newly-created IDG mailroom. Recently, John's job has expanded to include purchasing office supplies and printing, coordinating advertising billings, and maintaining the storage and warehouse facilities. John also acts as liaison for building problems with the building manager.

John Rudsit

An avid Beatles fan, John enjoys collecting rare records. His most valuable record is a Beatles Christmas message collection, which was distributed to fan club members. John came across this record during the last Beatles convention in Boston.

IDG's Receptionist/Secretary is JUDY SPAVOLD. She worked for one year as a marketing secretary and for two years as secretary in a small medical products company before joining IDG in October, 1983.

Judy has an Associates Degree from Aquinas Junior College. She recently moved to Bellingham from Norwood, and enjoys Cape Code in the summer, swimming, four-wheeling, and ceramics.

Judy Spavold

O.P.C. Premieres

From Page 1

O.P.C.'s debut announcement at the Forum was kicked off by AXEL LEBLOIS, General Manager of IDG France. PATRICK MCGOVERN, Chairman of IDG, and DAVID BUNNELL, Chairman of PC World, were guest speakers at the opening session, whose participants included the head of IBM's European PC operations and the French and European management team of IBM. HERMA KERVRAN, Editorial Secretary for O.P.C., provided translation of Pat McGovern's presentation for the French attendees.

PREMIER
FORUM
EUROPEEN
CONFERENCES EXPOSITION
IBM PC

Guest speaker DAVID BUNNELL, Chairman of PC World Communications, Inc., at European IBM PC Forum.

O.P.C. is staffed by a team of well-experienced people. Publisher of O.P.C. is JEAN-LOUIS REDON. JEAN PELLANDINI serves as Editor-in-Chief, and PHILIPPE CHASSAING is Senior Editor of the publication. CLAUDE BRIL is O.P.C.'s Advertising Sales Manager, JEANINE ALLARIA acts as Assistant to the Advertising Sales Manager, and HORST WILDMANN is the magazine's Art Director.

Continued on Page 5

O.P.C. is published by Micro-Presse, a subsidiary of IDG France, S.A. IDG France also publishes Le Monde Informatique, our weekly newspaper for the French computer community, and the recently debuted Golden magazine, designed for business and professional users of Apple and Apple-compatible computers.

Chairman PAT MCGOVERN speaks at IBM PC Forum as HERMA KERVRAN, IDG France, translates.

O.P.C.'s office is located at:
IDG France, S.A.
85, Avenue Charles de Gaulle
92200 Neuilly-sur-Seine
75008 Paris, France
Tel: 747.1272
TLX: (842)613234

PREMIER
FORUM
EUROPEEN
CONFERENCES/EXPOSITION
IBM PC

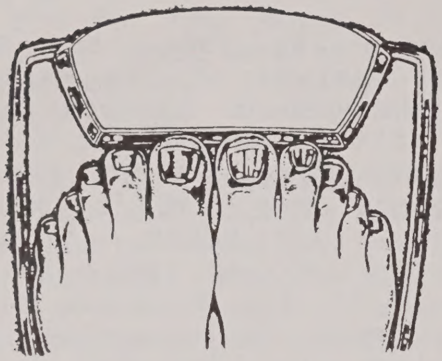
People

On March 28, 1984, the Second Annual Seminar of the Mail Systems Management Association was held at the Grand Hyatt Hotel in New York City. Among the many attendees was CWCI's Mailroom Manager, LISA BURKE. "There is a strong feeling today that the success of any business organization must be supported by an efficient, well-managed mailroom service for the movement of its information, products or services," said Lisa. The seminar, entitled "The Changing Needs of the Mail Room Manager," informed and educated attendees on the philosophy of good management techniques and the various services and products available today. In the future, more seminars and courses will be held, resulting in mail room personnel being looked upon as "professionals."

New employees

IDC's Washington Division recently welcomed a new addition to their staff, RUSSELL (JACK) LAMAY, as Director of Commercial Sales. In his new position, Jack will be responsible for the direct sale of the Communications Technology Service to commercial firms, the Procurement Information Management Service to industry vendors, as well as providing support to the IDC Framingham sales force in their efforts to sell CTS and PIMS.

Fitness Focus



LAMENT OF A SPRINGTIME DIETER

Oh, no, it's happened again this year, you say. When you ate all that yummy pumpkin pie with mounds of whipped cream during the holidays, swimsuit season seemed eons away. Who would notice a few extra pounds handily hidden underneath your sweater and winter coat anyway? No one, you reassured yourself - so you let that little extra winter bulge settle comfortably on your body.

But all of a sudden, summer is right around the corner! Shorts and swimsuits have crept out of the closet and have made their unwelcome debut. Why is it that we can never remember to begin summer diets BEFORE summer? So now you have to face reality Ughh! Now is the time to decide on a plan of action!

One solution simply involves going to the closest drugstore and glancing over the magazine rack to find the newest sure-to-lose-20-pounds-the-first-day miracle diets. The one you decide on calls for three meals a day, with strange food combinations as this sample breakfast: one hardboiled egg, unsalted, three tablespoons white rice seasoned with one-quarter teaspoon lemon juice, one raw carrot, and three whole grapefruits. Yuk! No wonder they say you can lose weight this way; such a stomach-turning combination is certain to ruin the appetite.

Alternative two is more drastic but actually sounds more pleasing to the palate. QUIT EATING. That's right, quit eating and fast until that tummy tire of yours completely melts away. Unfortunately, muscle and other lean tissue, as well as fat, comes off during fasting. So forget about fasting -- getting rid of excess weight should be a healthy process.

The third alternative is the healthy, sensible response to desired weight loss: a low calorie, well-balanced, PATIENT diet. You shouldn't expect to lose more than two pounds a week if you want to keep the weight off. The first step is to determine how much you need to lose in order to reach your desired weight. An easy way to figure the "ideal" weight of an adult woman is to allow 100 pounds for the first five feet of height, and add five pounds for each additional inch. For an adult man, allow 106 pounds for the first five feet, plus six pounds for each additional inch.

Next you need to figure out how many calories you should consume daily to begin reducing. To find this number, multiply your desired weight by 14 and memorize that number. Counting calories is key in any weight loss program.

Continued on Page 7

From Page 6

Plan your meals carefully each day and remember to include the four basic food groups when figuring calorie distribution. Eat like a king at breakfast, a prince at lunch, and a pauper at dinner. This distribution of allotted calories will help speed up weight loss. And finally, keep a positive attitude. Your new eating habits will have you looking better, feeling better, and maybe living longer.

Anniversaries

One-Year Anniversaries

Mary DeCristoforo, CWCI
Michael Anzalone, IDG

Two-Year Anniversaries

Jane Barter, CWCI
Gail Odeneal, CWCI

Four-Year Anniversaries

Liz Massengill, CWCI
Alfred DeMille, CWCI
Ann Marie Finn, CWCI

Seven-Year Anniversary

Mark Schultz, IDG

Etcetera

U.S. PERSONNEL

REMINDER -- If you haven't already done so, please return your 1984 Employee Survey to Bill Sell as soon as possible at the address below:

Bill Sell, Project Manager
1984 Employee Survey
International Data Group
5 Speen Street, P.O. Box 1450
Framingham, MA 01701
(617) 875-5000, X444

Classified

EDITORIAL ASSISTANT

The Editorial Department of Computerworld has an immediate opening for a full-time Editorial Assistant. You will have a variety of clerical responsibilities and will work under the direction of the Assistant to the Editor. Among the responsibilities are: assist the Assistant to the Editor in various administrative duties; handle travel arrangements for the staff reporters; assist with daily opening, dating and sorting of mail; handle numerous telephone calls, screen calls; handle correspondence assigned by editors and reporters; order office supplies; master telex, copier, Panafax and Diablo printer; rewrite press releases as necessary.

Applicants should possess excellent telephone, typing and grammatical skills, and be well organized and detail-minded. You should be adept at handling a number of different requests under deadline pressure, from both the editorial staff and our readers. Two years secretarial experience is preferred. Interested applicants should send their application to June A Fettig, CW Communications, Inc., 395 Cochituate Road, Box 880, Framingham, MA 01701, (617) 879-0700.

SCUBA DIVERS

Are there any scuba divers out there? Perhaps we can get a group together for weekend dives, maybe even start our own club. If you are interested, please contact Jeff Seideman at A/V World, 40 Speen Street, Framingham, MA 01701, or call (617) 620-6000. Remember, summer is nearly upon us!

People
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Have you recently...

___ won an award?

___ made a speech?

___ completed a course?

___ been appointed or promoted to a new position?

___ participated in community activities?

Jot down the details on this sheet and return it to Carol Famosi, IDG Update, 5 Speen Street, Framingham, MA 01701. We'll include it in the "People" section of the IDG Update.

ENGAGEMENTS/MARRIAGES:	BIRTHS:
Name ______	Name ______
Dept./Title ______	Dept./Title ______
Spouse's Name ______	Spouse's Name ______
Date ______	Baby's Name ______
Place of Marriage ______	Date of Birth ______
Honeymoon? ______	Weight, Length of Baby ______

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 13 April 16, 1984

IDC Chairman Forecasts Bumper Year for CDLA Membership

DON FAGAN, CHARLIE GRECO, LINDA LOMBARDI, and LORE and PAT MCGOVERN enjoy a festive dinner at the CDLA Conference in Acapulco, Mexico.

"Tremendous opportunity for U.S. computer leasing" was the prophecy which was proclaimed by PATRICK MCGOVERN, Chairman of IDC. Pat delivered his keynote address to a packed auditorium at the recent Computer Dealer and Lessors Association National Conference in Acapulco, Mexico.

IDC and its Leasing Planning Service has grown to extraordinary heights. LPS is recognized as the industry standard in residual value and computer equipment market forecasting.

As a result of the fine efforts of the Financial Services staff, increased recognition has led to significant increases in revenue for this new group, and the prognosis for the future is excellent.

Continued on Page 6

Brazilian Show Doubles In Size

Computerworld do Brazil recently held their second Micro Festival microcomputer show in Sao Paulo. Over 15,000 microcomputer users and professionals attended the show. ERIC HIPPEAU, CW Communications Regional Director for South America, reported that the show format was such a success in the Brazilian marketplace that this show occupied twice the exhibition space over the first show held last year. 64 exhibitors occupied the 115 booths at the show.

Continued on Page 6

Spotlight

Down Under With IDC

IDC Research Australia began operations in 1978 and is dedicated to gathering, analyzing and interpreting data on the computer, communications and office automation industry in Australia and New Zealand.

IDC Australia offers several major services to assist organizations in the planning of their usage or marketing of information processing equipment and services. The cornerstone of IDC's efforts in Australia has been the construction of the Australian Installation Data File, a database consisting of computer installations in the local region. Supplementing this database is the Australian Industry Market Services File which profiles the information processing activities and plans in Australian organizations.

Our group "down under" also offers an ongoing flow of information to its clients through the Australian Continuous Information Service which includes unlimited telephone, telex or personal access to IDC Australia's resources; receipt of major studies on the Australian computer community; and liaison meetings with senior IDC staff from Australia and overseas. IDC Australia is also very active in offering both Australian and non-Australian clients custom consulting services.

During the last few years, IDC Australia has been sponsoring the Australian Briefing Sessions, and this year the group plans to hold additional briefings in Singapore and Hong Kong.

LEN RUST

LEN RUST, Managing Director, is responsible for all marketing, planning, research, and publication activities of IDC Australia.

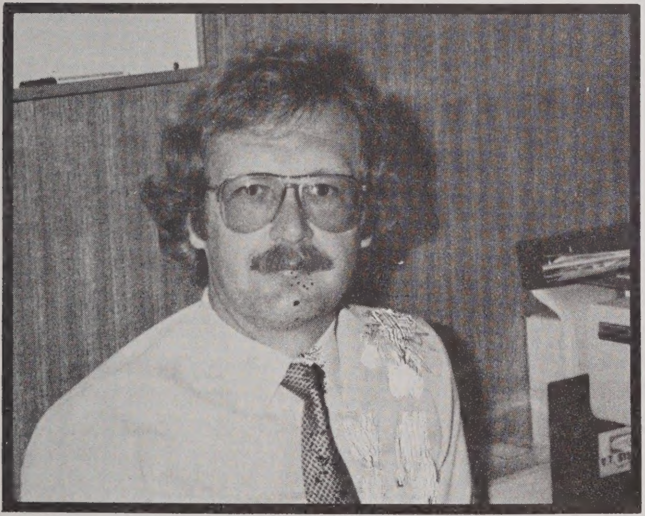
Before coming to IDC in 1979, Len assisted computer services organizations in marketing products and services through his own organization, DIALOG Marketing Services, which he formed in 1978. This activity was built

Continued on Page 3

From Page 2

on his previous eight years' experience in various senior marketing roles with Compunet and Computer Services of Australia. Len also played a major role in the introduction of the first commercial timesharing system into Australia, completing the investigation, market survey, business plans, and installation of the General Electric system.

A member of the Australian Computer Society (ACS), Len is also a founding member and has served as Vice President of the Australian Computing Services Association (ACSA).



MILLARD LOW

MILLARD LOWE was born in Ashton-under-Lyne in Lancashire, United Kingdom. He was skilled at a grammar school over there, but soon the urge to travel got the better of him and he came to Australia in 1964. Millard started with English Electric-L.E.O.-Marconi and later this merged to form ICL. In 1966, Millard moved to Australian General Electric where he first met Len Rust. In 1970, he worked with Honeywell, Facom, and Prime, but in 1981 he joined IDC Australia as Senior Consultant.

Millard's interests apart from work include sailing, squash, music, and reading. He is happily married and has two daughters to keep his wife and himself busy at all times.

ALEX CARLESS

ALEX CARLESS joined IDC Australia in November of 1983 as a consultant for software and minicomputer systems. Born in the U.K. and educated in Manchester where he graduated with a B.S. degree in English, Alex joined IBM where, after five years, he became sales manager and was then drawn to the position of Manager Information Processing for three years.

Alex then came to Australia and started with Burroughs, selling computers. He held a manager's position for DEC in Perth, and later moved east with several postings as an executive with 20 years' experience in the computer industry. Alex's hobbies are golf, swimming, fishing, and planned overseas travel each year.

PETER ALAN HALL joined IDC Australia in October, 1983 as Office Automation Consultant. Prior to IDC, Peter worked at Olivetti Australia in the Office Products Division.

Born in Kiwi-land (New Zealand) and educated in Auckland, he took out a diploma in export marketing, television advertising in sales and marketing, and handled international commodity transactions on computers. Before settling in Sydney, he worked in the Middle East on exports between Asia and Australia. Peter is happily married, and enjoys computers and systems, and classical music.

PETER ALAN HALL

JENNY MURRAY, born and educated in Sydney, holds a B.A. in Languages and a Diploma in Education. Jenny joined IDC Australia in 1982 coordinating research activities, including supervising datafiles, coding results, printing surveys, and handling client requests.

Prior to joining IDC, Jenny taught in secondary schools for three years, and later worked with Club Med (Noumea) for six months. Jenny is keen on skiing, swimming, and overseas travel, and is interested in aerobics, jogging, reading, and dancing.

JENNY MURRAY

AILSA RUSSELL, Office Administrator, joined IDC Australia in July of 1982. Prior to joining IDC, Ailsa worked with the Commonwealth Bank and travelled throughout Australia as one of their mechanization team. She then travelled overseas for five years where she had many different jobs including promoting Australian foods around England.

Alisa returned to Australia where she worked with ICL for four years as secretary to the Marketing Director. She then joined a new software house where she worked for eleven years.

Ailsa spends her free time re-learning the piano. She also enjoys playing squash, tennis, and bridge, and is studying Italian. For holidays, Ailsa enjoys trekking in the Himalayas.

IDG UPDATE

TRAINING NEWS

EAST COAST EDITION

April 1984

TOPIC: ASSERTIVENESS TRAINING

DATE: May 11, 1984, Natick Hilton, Natick, MA. at 8:45 a.m. to 4:30 p.m.

IDG will be holding a seminar on Assertiveness Training for secretaries and administrative assistants. The featured speaker, DeAnne Rosenberg, is returning by popular demand. This one-day session will focus on: Theory of Assertiveness, Usage of Assertive Verbal Skills, Techniques for Handling Anger and Hostility, Dealing with Criticism and Rejection, and Developing Strategic Listening Skills.

TOPIC: TIME MANAGEMENT

DATE: May 18, 1984, Sheraton Tara, Braintree, MA.

The Center for Management Development is sponsoring a seminar where you can learn to maximize every hour of every day. The outline of the course includes: Using Time as a Resource, Self-Diagnostic Exercises, The Planning Component, Managing Your Day, Organizing Your Office, and Implementing Your Time Effectiveness Plan.

TOPIC: SEMINARS FOR SECRETARIES & ADMINISTRATIVE ASSISTANTS

DATES: May 14-15, 1984, Marriott Hotel, Newton, MA; June 7-8, 1984, Marriott Hotel, Worcester, MA. May 4, 1984, Sheraton Inn, Lexington, MA.

The Center for Management Development of Bryant College offers two seminars in May and June. Management Skills for the Secretary and Administrative Assistant, a two-day seminar, will teach you how to: Improve Communication Skills, Work Compatibly With Different Management Styles, Solve Work-Related Problems, Manage Job Pressures, and Use Time to Your Best Advantage.

The alternative seminar is Assertiveness Skills for Secretaries and Administrative Assistants, a one-day seminar offered May 4, 1984 at the Sheraton Inn, Lexington, MA.
Topics will include: How To Deal With Problems Head On, How To Handle Human Relations Problems, How To Say 'Yes' or 'No' Without Guilt, How To Combat Fear of Rejection, and How to Gain Confidence Needed To Make Difficult Decisions.

Continued

TOPIC: MANAGING PEOPLE

DATES: June 5, 1984, Burlington Marriott; June 7, 1984, Sheraton Lincoln.

One-day seminars by Lesley College Graduate School will show you how to motivate your entire staff to a higher level of performance. Also available as an Audio Cassette Learning Program. Topics include: Why People Act the Way They Do, The Concept of Winning, To Fire or Not to Fire, Motivational Tools, Games Subordinates and Managers Play, and Life Payoffs.

TOPIC: THE MANAGEMENT WORKSHOP

DATES: May 21-22, 1984, Holiday Inn Framingham; May 23-24, 1984, Doral Inn, New York City.

Dun & Bradstreet Business Education Services presents two-day seminars where you can learn how to: Become a Confident Leader, Get Cooperation From Employees, Gain Time To Work on New Ideas, Be Heard When You Speak, and Earn Respect.

TOPIC: HOW TO WRITE CLEAR REPORTS, MEMOS, LETTERS

DATES: June 5-6, 1984, Westin Peachtree Plaza, Atlanta, GA. and June 11-12, 1984, Lenox Hotel, Boston, MA.

This two-day workshop, sponsored by the Brogan Clear-Writing Seminars, from 9:00 a.m. to 4:00 p.m., will teach you how to: Save Time in Writing, Write More Readably, Critically Evaluate Other's Papers, Make Your Procedures Understandable to Non-Specialists. There will be many exercises, discussion of on-the-job problems, individual counseling, and a relaxed atmosphere. This workshop would be very effective for managers, supervisors, analysts, planners, accountants, editors, and auditors.

For more specific details on the above seminars, please contact Susan Damiano, Personnel Manager, International Data Group, 5 Speen Street, Framingham, MA 01701, (617) 875-5000, X407.

INFORMATION REQUEST COUPON

Name: ______________________

Company: ______________________

Address: ______________________

____

Telephone: ( ) ______________________

Seminar Info. Requested: ______________________

____

Return to Susan Damiano, Personnel Manager, IDG, Five Speen Street, Framingham, MA 01701.

AILSA RUSSELL

ANN SMITH, born and educated in Brisbane where she received a B.A. degree from Queensland University, recently joined IDC Australia as a Research Assistant.

ANN SMITH

After graduation, Ann commenced her business life as a clerk in the Taxation Office, then moved to banking activity before joining the Holdsworth Art Gallery. Later, Ann joined a leading newspaper in Brisbane where she was a secretary. Her most recent position was with the Financial Review Information Services. She is also known as a free-lance writer.

ANNE GRIFFITH, IDC Australia's Librarian, joined the company in February, 1983. Since then, Anne has established a reference library and assists in producing newsletters. Prior to joining IDC Australia, she was employed in the Public Library of Sydney, then moved to set up the ICL Library. Later she moved to the New South Wales Institute of Technology and set up a reference library. Anne was also a data coordinator for Technical Services, including overseas exchange systems.

Anne holds a B.A. in Languages, and a degree in Library Sciences. Recently Anne and a friend purchased 465 acres of land in the country of New South Wales. They spend their spare weekends building a log cabin, and eventually hope to have goats and cattle. Anne's hobbies include tennis, piano, and overseas travel.

ALISON KIRBY (left),
ANNE GRIFFITH (right)

ALISON KIRBY, born and educated in Sydney, joined IDC Australia in April, 1983. Alison's prior working experience includes being a secretary to a doctor, and as a receptionist for a travel insurance company.

Alison pursued the secretarial field at North Sydney Technical College. Her hobbies include horseback riding, swimming, music, tennis, and ice skating. Alison comes from a large family including three sisters and two brothers.

CDLA Membership

From Page 1

In his statement, Pat addressed the key issues affecting computer leasing, and outlined where and how new information technology would create new leasing opportunities in the future.

The speech was very enthusiastically received, and was researched by IDC's Financial Services Group under the leadership of CHARLIE GRECO.

In addition to the limelight attention stirred by Pat's presence, IDC and the Financial Services Group sponsored two hospitality suites which were very warmly received.

Also present, representing their respective sales territories, were LINDA LOMBARDI and WAYNE DOMBROWSKI. Linda and Wayne not only met and greeted existing clients, but skillfully executed sales maneuvers to generate new leads and prospective business. Linda also sign-languaged her way through language barriers to coordinate both hospitality suites and add that special touch to the IDC festivities.

Representing Computerworld were DON FAGAN and JAKE KIRCHNER. While CDLA, a major Computerworld advertiser, was being entertained by the likes of Don (as depicted in the photograph), Jake was busy at work looking for stories and scoops. Don's rigorous schedule was only once interrupted by the CW-sponsored golf tournament, which has become an annual event at this conference and is always a big success.

Brazilian Show

From Page 1

Visitors were charged a daily fee to see the exhibition and to attend conferences and technical workshops. Important new hardware and software products were announced during the show, including the first Brazilian-made portable micro.

Another micro festival will be held this year in Rio de Janeiro in July. CW Brazil will also sponsor a software exhibition/conference in September in Sao Paulo.

McGovern, Bunnell Computer Faire All-Stars

PAT MCGOVERN, IDG's Chairman, and DAVID BUNNELL, Chairman of PC World Communications, were selected as "Microcomputer All Stars" at the recent West Coast

Continued on Page 7

From Page 6

Computer Faire. As an All Star, each gave a featured talk to the attendees at the Computer Faire. Other All Star speakers included Adam Osborne, Bill Gates, Steve Wosniak, and Gary Kildahl.

Pat McGovern's talk, entitled "Me and the Micro," reviewed how he built a handwired "micro" to play tic-tac-toe back in 1953, his computer experiences at MIT, the events that lead to his starting IDC and Computerworld, and the technology, industry, and market developments which justify his prediction that there will be 500 million computers in the world by 1996. His six-word guideline for left-brain entrepreneurs was, "Find a need and fill it," and for right-brained entrepreneurs, "Do something useful for other people."

David Bunnell gave a fascinating talk on his participation in the emergence of the personal computer days when he was in charge of marketing communications at MITS, which produced the first true personal computer (the Altair), to his founding of the Personal Computing magazine and PC magazine; and most recently leading his team out of bondage in the desert to found PC World within the fertile grounds of CW Communications. He also described his participation in initiating MacWorld magazine, and a weekly television program entitled "Windows on PC World" which begins national distribution this May.

New employees

Welcome to CLAIRE KEAVENEY who has joined InfoWorld in its Menlo Park, California office as a copy editor. Prior to joining InfoWorld, Claire was a copy editor for Meredith Newspapers in Cupertino (which includes the Los Altos Town Crier, Cupertino Courier, and nine others). Claire is a graduate student in an M.S. degree program in computer-aided publishing at the California Publishing Institute in Palo Alto.

SANDRA REED has been appointed Executive Editor of InfoWorld. In this newly-created position Sandra will be responsible for managing the magazine's 16-person writing and editing group and for coordinating the assignment and editing process. Sandy has most recently been Metropolitan Editor of the daily Oakland, California Tribune, where she supervised 45 reporters and 6 editors in the daily reporting of local and city news. During the past 14 years Sandra has held various management, editing, and reporting positions at the San Jose Mercury News, the Billings (Montana) Gazette, and the Miami (Florida) Herald. Sandra graduated from Kansas State University with a degree in Journalism.

Anniversaries

One-Year Anniversaries

Kathleen Haberek, PCI
Michael DiPietro, IDC
Martin Lane, LR
Janet McGinnis, PCW

Two-Year Anniversary

Robert Dornan, IDC

Four-Year Anniversaries

Michael Masters, CWCI
Verna Baxter, CWCI

Five-Year Anniversary

John Whitmarsh, CWCI

Ten-Year Anniversary

Barbara Jeannetti, CWCI

Etcetera

Discount tickets to the Boston Museum of Science are now available to employees through IDG's Personnel Department. Ticket holders are admitted to the museum for $1.00 (regular price is $5.00 for adults and $3.00 for children). For a fun day at the museum at a discount price, contact Susan Damiano at (617) 875-5000, X407, to obtain tickets.

Also available through the Personnel Department are General Cinema VIP Tickets. Movie tickets can be purchased at the low price of $2.50 each, but must be purchased in groups of two. Good at all Massachusetts General Cinema locations, the VIP Tickets are valid until April 30, 1985. If you are interested in purchasing tickets, please contact Judy Spavold at (617) 875-5000, X406.

IDG UPDATE

Managing Editor: Carol Famosi, IDG
Editor: Bill Sell, IDG
Copy Editor: Ann Baker, IDG
Layout/Paste-Up: Vickie Bagley, IDG
Production Coordinator: Jo-Ann O'Mara, IDG
Typesetting: Carol Polack, Kim Adams
CWCI Typesetting Department
Design Consultant: Tom Monahan, CWCI
CWCI Art Director
Personnel/Health: Susan Damiano, IDG
Personnel Director
Distribution: John Rudsit, IDG

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

Classified

CWCI's Computer Systems Department has three immediate openings. To apply for any of the positions listed below, send your resume or a detailed letter, including salary requirement, to Tom Pfau, Corporate Systems Manager, CW Communications/Inc., 375 Cochituate Road, Box 880, Framingham, MA 01701.

APPLICATION MANAGER

The successful candidate will oversee the development and installation of software modifications to our Atex system which is used for text processing, advertising tracking, and billing. Responsibilities will include working with user departments in developing personal computer applications, especially financial data collection. Applicants should have programmer/analyst experience with a PDP-11 or VAX installation using Macro-11 or Pascal. Atex experience preferred; accounting/billing system experience would be a big plus.

ATEX ADVERTISING SYSTEM SPECIALIST

The qualified applicant will be an advertising system support person for our systems group. Responsibilities will include assisting users of our Atex advertising/billing system with reports, format writing, and training. Atex experience is preferred, and familiarity with advertising procedures a must.

PERSONAL COMPUTER SUPPORT SPECIALIST

The position calls for work with our growing number of in-house personal computer users that are using mostly DEC Rainbows. Full-time responsibility will be to assist these users with spreadsheets, word processing, answering questions, and training. Experience with PCs and a willingness to work with a variety of user requests required.

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IDG UPDATE

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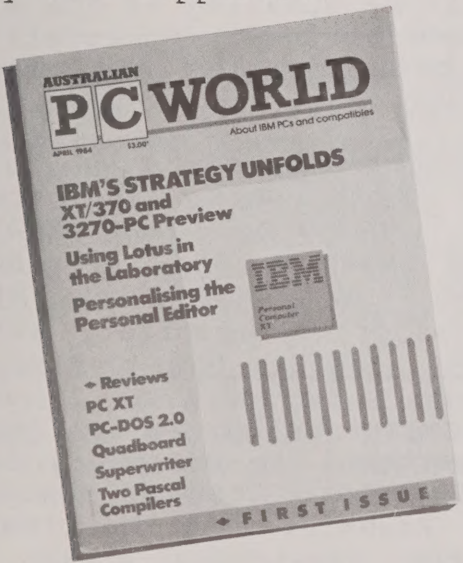
Volume 14, Number 12 April 9, 1984

Australian PC World Launched

Our newest machine-specific magazine was launched in Sydney, Australia during the PC '84 Exposition, and was an immediate success. Australian PC World's first issue was a strong, 92-page glossy magazine with 37 ad pages. Reaction from the 26,000 visitors at the exposition was very positive, and future monthly issues are expected to be very well supported.



AUSTRALIAN PC WORLD
About IBM PCs and compatibles
APRIL 1984 $3.00*
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XT/370 and 3270-PC Preview
Using Lotus in the Laboratory
Personalising the Personal Editor
◆ Reviews
PC XT
PC-DOS 2.0
Quadboard
Superwriter
Two Pascal Compilers
◆ FIRST ISSUE

The initial print run was 16,000, with 12,000 copies going to newsstands throughout Australia. Editor of Australian PC World is IAN WEBSTER, who joined CWCI in 1983 in order to launch Computerworld's other magazine, Australian Micro Computerworld.

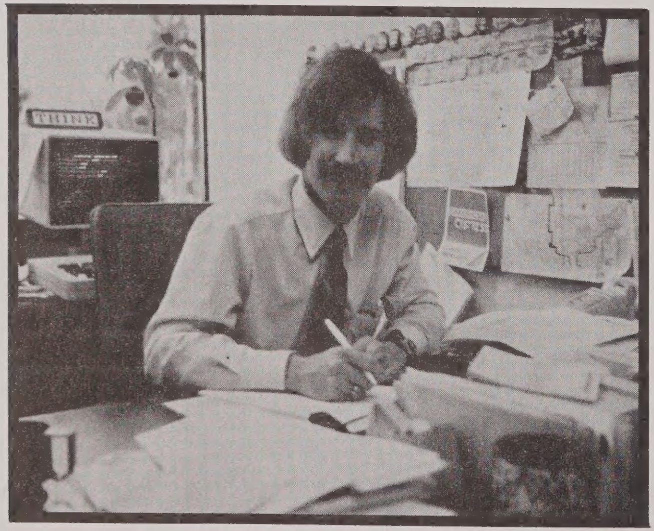
Technical Editor is NEVILLE ANGOVE, who was hired from the Australian Federal Government where he worked in a section training, installing and selecting PC's for government departments. He also spent four years with the Department of Defense doing survey and database work using PC's.

David Naidu, Managing Director of Asia Computerworld Pte Ltd, enjoying the Hong Kong launch with a guest of The Asian Computerworld.

Continued on Page 4

IDG's Credit Department

MARK SCHULTZ, our Corporate Credit Manager, has been haunting the halls of IDG since April, 1977. During that time Mark has seen the Credit Department grow from one (himself) to six people. Mark has the overall responsibility of making sure all of the cash in our receivables turns to cash in the bank. He claims, "As a result, my hair has turned gray long before it should have!" That's what he claims . . .



Mark Schultz

Among Mark's responsibilities are: turning on and 'shutting off accounts and credit clearance for all operations, working with the various departments to assure smooth communications between advertising, sales, accounting, and credit, as well as coordinating the paper and information flow within the department.

His other activities while at IDG have been somewhat varied, including two small newsletters (News You Can Use, a credit department monthly, and Sports Isolated), writing and performing songs at the company Christmas parties, coordinating company participation in the Easter Seals Softball Marathon (and Playing with IDC Brewers), and serving on Long Range Planning Committees, to name a few.

Mark is a member of the National Association of Credit Managers, and will be speaking at the N.Y. Institute of Credit on relationships between sales and credit personnel.

When not at IDG, he can be found skiing (both water and downhill), playing racquetball, writing music, and generally causing trouble, which is what he does best.

FRANK SMITH joined the IDG Credit Department in December, 1981 as Assistant Credit Manager. Among Frank's responsibilities are: the day-to-day monitoring and collection of sales from a number of IDG companies, including IDC, MicroMarketworld, CW Conference Management Group, and

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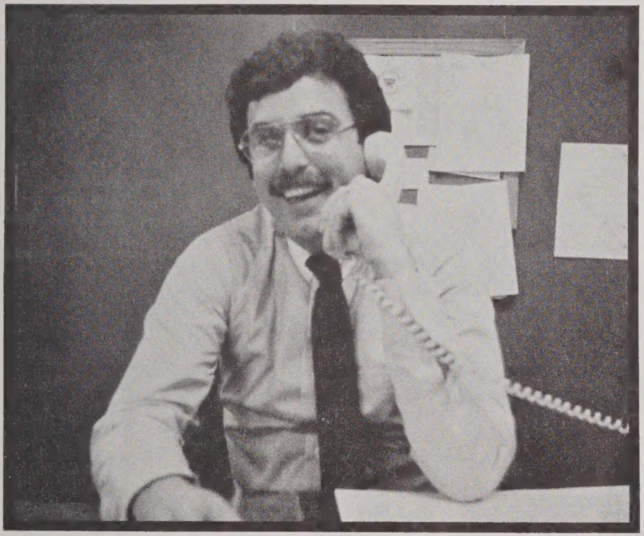
From Page 2

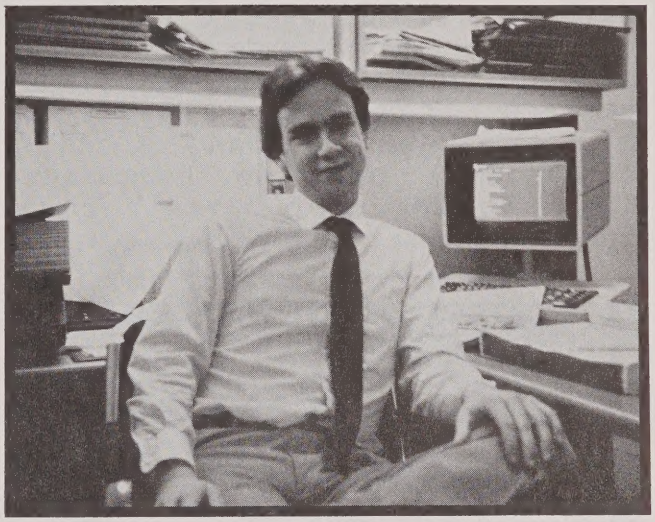
CWCI Direct Marketing and International Marketing Services. Frank's job begins when the invoice is mailed, and ends when the check clears the bank. Occasionally a call or two is required to reach the end result. Frank came to IDG from The Sheraton Corp. with a stop at General Electric Credit Corp. His interests include horseback riding, bicycling, fishing, and selling $99 trips to Nova Scotia.



Frank Smith

PAUL HOLLAND joined the IDG staff in April 1982 as Credit Analyst for Computerworld, and as our largest publication, Computerworld generates the greatest amount of work. In a typical day, Paul will be dealing with CW advertising, billing, sales departments, advertising agencies, and clients by the score. He also coordinates the legal end of collections such as dealing constantly with our collection agency, lawyers, and the bankruptcy courts.

Paul is currently studying finance at Bentley College, and in between semesters is an avid sports fan. He presently lives in Stoughton but dreams of living in Bora Bora, and fantasizes about the Red Sox winning the World Series (or at least getting into it).



Paul Holland

Gayle Gonthier

GAYLE GONTHIER is our Credit Analyst for two of the U.S. West Coast magazines, PC World and MacWorld. She recently joined IDG in February, 1984 to handle all collection and billing related problems for our two newest publications. Prior to IDG,

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From Page 3

Gayle worked at a midsize firm on the 128 belt which specializes in selling non-existent software. Try collecting for that!

Gayle studied early childhood education at Framingham State College, and finance at Northeastern University. Presently Gayle and her husband spend a great deal of time househunting. So far they haven't found the right one, however.

Nanci Grindlinger

NANCI GRINDLINGER is getting her feet wet in the Credit Department as Collection Clerk for Computerworld. She joined IDG in January, 1984 after moving east from Chicago with her four-year old daughter, Briana. Nanci's training is in Psychology and she has found her training helpful to get the past due accounts to pay up, through careful counselling. When not busy collecting money, Nanci enjoys time with her daughter as well as bike riding, listening to music, swimming, macrame, and quiet evenings.

SARAH FREIDAH is the newest member of the crew as Credit Analyst for InfoWorld. She spent the last three years in credit at Prestige Sportswear, a ladies apparel manufacturer. Sarah will be dealing with the InfoWorld clients who have managed to fall behind in their payments.

Sarah Friedah

Her free time is spent riding horses, a hobby which won her the Virginia State Championship, and a second place ranking in the nation. While earning her degree at Simmons College, Sarah earned spending money by exercising race horces at Suffolk Downs race track, and by not losing that money at the betting windows.

Australian PC World

From Page 1

DENBY BROWING is Production Editor of the micro publishing group. He is well experienced for the work, having previously been a chief sub-editor with Australian Playboy.

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From Page 4

DEAN SHIRLEY is the micro group's Graphic Designer and moved to Computerworld from another magazine publishing house. The mainstream sales staff reporting to Sales Manager MIKE WILLIAMS is DAVID CLARKSON in Melbourne, and JOHN MCGAULLEY in Sydney.

Chairman Pat McGovern makes a point during the Australian PC World launching ceremony.

CWCI's Asia/Pacific Regional Director, Alan Power, with Malcolm Kerr, Hewlett-Packard's Asian Regional Manager.

The Australian PC World office is located at:

Computerworld Pty Limited
37-43 Alexander Street
Crows Nest,
NSW 2065, Australia

Tel: (02) 439-5133
TX: ECCO AA 25468

People

Congratulations to DAVID GROBER who has been promoted to Acting Managing Editor of Micro MarketWorld. David has been with the magazine throughout all its name changes, putting his journalism degree to good use on the copy desk, and in editorial as Assistant Executive Editor. David will be back to his first love, production, in his new job as coordinator of advertising, art, production, and editorial. An avid runner and health food expert, David has prepared himself for the job's rigorous days by giving up junk food.

Replacing David as Assistant Executive Editor will be SUSAN LOVEJOY. Sue has been with MMW for a little over six months as Copy Editor. A graduate of Syracuse University, Sue's new job will involve editing, working with freelance writers and columnists, writing headlines, and coordinating the magazine's "Insight" page. Her new job is another bit of excitement in her fast-moving life which includes a new car, new apartment, and soon-to-be husband.

Continued on Page 6

From Page 5

SANDY SCHLEINZ is now Survey Research Operations Specialist with IDC's MAST Department. In this position, Sandy handles survey research and interviews, as well as various administrative functions. Not a new face at IDC, she has worked as a consultant with IDC's Consulting Group for about 3 years. Previous work experience includes concentration in social science research. Sandy is originally from Oshkosh, Wisconsin, and she enjoys traveling, reading, and music as spare time hobbies.

New employees

Micro MarketWorld announces that KATHLEEN MCGUIRE has joined the company's Editorial Department. Kathleen is formerly from the Business Editorial in Monterey, California. Previous to that she was a staff writer for the St. Louis Globe Democrat. She is a graduate of Southern Illinois University, with a B.A. in Print Journalism. Welcome to Micro Marketworld, Kathleen!

Also new to MMW is BARBARA SUTTON, who started work on the copy desk six weeks ago. Another Syracuse University graduate, Barb is responsible for editing copy, writing headlines, page layout, and is rumored to be coordinating Micro Market-World's directories. Barb hails from beautiful Corning, New York and now lives with her two cats, Ray Guy and Zimba, and roommate, Stephanie, in a luxurious Beacon Hill apartment.

InfoWorld announces that KIM BERGHEIM has been appointed a Reporter in its Menlo Park, California office, beginning April 9th. Kim has been a staff writer for the Casa Grande (Arizona) Dispatch for more than two years and graduated from San Jose State University with a B.A. in Journalism. Welcome aboard, Kim!

IDC's Data Processing Department welcomes TOM BURKE, Production Programmer in the Client Services Division. Tom holds a degree from Southeastern Massachusetts University, and also a certificate in computer programming. Prior to joining IDC, he was an adolescent counselor and high school teacher in Fall River, where he lives with his wife, Donna. Tom is an avid baseball enthusiast and manages a youth league. Welcome to IDC, Tom!

Also new to IDC is STEPHEN ZAMIEROWSKI, Product Support Representative for the Enterprise File. Stephen performs updating and file support for the Enterprise File, and currently assists with the publication of the Computerworld Buyer's Guide. Previous to joining IDC, Stephen was employed by American Data Corporation in Medford, selling copy machines. However, he soon found that sales was not his preferred field of work. In 1982 he graduated from the University of New Hampshire with a B.A. in Communications and Business Administration. Stephen resides in Boston and is a "lunch-time jogger." He enjoys all sports and movies. Welcome aboard, Stephen!

Continued on Page 7

PC World welcomes JEFF BARTLETT to the position of Copy Editor for MacWorld. Prior to joining the MacWorld team, Jeff was an English teacher at the University of Iowa. Good luck in your new position, Jeff!

CWCI extends a hearty welcome to DEBORAH FICKLING, in the position of Copy Editor for Computerworld. Debbie came to CWCI from the Publications Production Department of Boston University where she was the proofreader and typesetter. Debbie is a May, 1983 graduate of Boston University with a B.S. degree in broadcasting and film.

CWCI extends a warm welcome to CHRIS McGRATH who joined CWCI full-time in late March as Maintenance Assistant . Chris joins CWCI with many of the skills necessary to keep the CWCI/Framingham building and grounds well maintained.

Micro MarketWorld has added a new reporter to its ranks to offset some of the added work created by the magazine's growing size and circulation. Veteran business reporter, KATHY MCGUIRE, has joined the magazine's West Coast office in Menlo Park. Kathy, a St. Louis native, brings with her a solid background of daily newspaper experience from her position as Business Editor of the Monterey Peninsula Herald.

New to IDC's Production Department is DONNA SPARROW. She is responsible for editing and finalizing the various IDC research reports, memoranda, and news bulletins. Previously, Donna worked as a typesetter for Brockton Typesetting Corporation in Brockton, Mass. In her spare time Donna enjoys watching ice hockey, as she is an avid Boston Bruins fan. Welcome to the IDC team, Donna!

A welcome addition to IDC is SALVATORE CAMMARATA, a new Client Services Representative for the Software and Services Information program (SASI) which provides client support to companies needing information in the software industry. Salvatore works under the direction of Damian Rinaldi, Manager of Client Services. Sal's main responsibilities include fielding of inquiries from clients and editing of newsbriefs. During the past eight years, Sal had been teaching in Revere. He earned a B.S. and also a M.A. in Education, but is now eager to be working with the professionals at IDC.

Currently residing in Peabody, he claims he is an "avid family man." He enjoys softball and tennis in his leisure hours. Glad to have you with us, Salvatore!

Anniversaries

One-Year Anniversaries

Glenda Clarke, PCW
Bruce Crane, CWCI
David Grober, MMW
Carol Person, PCI
Barbara Reilly, LR
Penelope Rigby, PCW

Two-Year Anniversaries

Grace Duarte, PCI
Gail Garland, CWCI
Carol Giroux, CWCI
Paul Holland, IDG

Three-Year Anniversaries

Barbara Hill, CWCI
Janet Ingrando, IDG

Five-Year Anniversary

Lih-Lih Chang, IDC

Six-Year Anniversary

Marcia Blumenthal, CWCI

Sixteen-Year Anniversary

Grace Polishook, IDG

Etcetera

Handling interviews for job applicants is a very stressful event for many supervisors and managers. To help our employees who need to conduct interviews, the IDG Personnel Department is sponsoring a one-day seminar on interviewing, and hiring. Randy Miller of Personnel Diagnostics will be the speaker. Randy will be covering useful techniques for interviewing and other key subjects including legal issues.

IDG UPDATE

Managing Editor:	Carol Famosi, IDG
Editor:	Bill Sell, IDG
Copy Editor:	Ann Baker, IDG
Layout/Paste-Up:	Vickie Bagley, IDG
Production Coordinator:	Jo-Ann O'Mara, IDG
Typesetting:	Carol Polack, Kim Adams CWCI Typesetting Department
Design Consultant:	Tom Monahan, CWCI CWCI Art Director
Personnel/Health:	Susan Damiano, IDG Personnel Director
Distribution:	John Rudsit, IDG

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

This seminar, open to all Framingham and Peterborough employees with hiring responsibilities, will be held on Friday, April 27th at the Sheraton Tara Hotel in Framingham.

In other training activities, Wayne Green Publishing Group employees are invited to attend a time management and motivation seminar on Saturday, April 28th. The guest speaker at this seminar will be DeAnne Rosenberg.

For more information on these and other seminars sponsored by IDG's Personnel Department, please call Susan Damiano at IDG (617) 875-5000, Extension 407.

Classified

PUBLICATIONS ASSISTANT

Wayne Green Enterprises is looking for a Publications Assistant for the Boston area. For more information, please send letter of interest to Jane Peirce, Wayne Green Enterprises, WGE Building, Route 202 North, Peterborough, NH 03458.

GENERAL CLERICAL SUPPORT

The CW/Conference Management Group is looking for an individual who wishes to work part-time, approximately 4 hours a day. Duties will include correspondence, mailings, registrations, incoming/outgoing phones, file maintenance, word processing/Atex, inquiries, and xeroxing. They are looking for an individual who can work under strict deadlines and who is is self-motivated. The ideal candidate should have office experience on a word processing system, a pleasant phone personality, and have an understanding of office procedures. This person must be willing to work through our show schedule into 1985. Please call Nancy Hedges at (617) 879-0700, x434, or send a resume to CW/Conference Management Group, Box 880, Framingham, MA 01701.

FOR SALE

1978 Volvo GLE, blue with beige leather interior, 4-door, sun roof, power windows, steering, and brakes, air conditioning, Pioneer am/fm cassette, snow tires, 6-cylinder, kill switch, and lots of other nice little extras! 60,000+ miles. Asking $6,500, or best offer. For a test drive call Jane at (617) 879-0700, x351 (CWCI)

INTERNATIONAL DATA GROUP, IN AN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■
COMPUTERWORLD ARGENTIN RLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC.
■ IDC ASIA/HONG KONG PANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN
■ CW PUBLIKATIONEN JTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

G UPDATE

■ IDC C BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA
■ INTERN ORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC
IRELAND ■ MMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES
■ MIKRO D. EDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Inside
EUROPEAN OFFICE LISTING

Volume 14, Number 11 April 2, 1984

IDG Announces Electronic Mail

Electronic mail -- something new here at IDG. "Since the beginning of 1984, all IDG operations have had access to OnTyme, the electronic mail system developed by Tymnet," said Bill Sell, manager of IDG's electronic mail. "We have set up a user-friendly system now available worldwide." The system is based around the various operating groups and each operating unit can create and share files stored on their system. Files also can be sent to other operating groups for access by their employees.

OnTyme and IDG have created a menu-driven program to assist the first-time computer user. According to Bill, "You log on with a few simple commands and the computer asks what you would like to do. Simply choose from the menu and you can send, receive, or file any message."

Among the various applications currently on the system are Computerworld's International News Network, information collection for the IDG Update newsletter, and various internal correspondence between Framingham offices and operating groups around the globe. Future plans call for news services, such as features from InfoWorld, PC World, LINK Resources, and Internatonal Data Corporation.

Continued on Page 3

InfoWorld's Winter Editorial Meeting

SAHNTA PANNUTTI, BOB DUNN, and PEGGY ZIENTARA compare insights during an afternoon break at InfoWorld's biannual editorial meeting.

InfoWorld's editorial group got together for the winter version of its biannual editorial meeting at the posh Ladera Oaks Country Club in Portola Valley,

Continued on Page 3

International Data Group
European Office Listing

IDC IRELAND
57 Merrion Square
Dublin-2, Ireland
Tel: 762-275
TX: c/o IDC Europa

IDC EUROPA
2 Bath Road, Chiswick
London W4 1LN, England
Tel: 01-995-9222
TX: (851) 917877

IDC BENELUX
Prins Hendriklaan II
1075 Ax Amsterdam
The Netherlands
Tel: 20-718205
TX: (844) 11833

CW Communications, B.V.
COMPUTERWORLD BENELUX
MICRO/INFO
Van Eeghenstraat 84
1071 GK Amsterdam
The Netherlands
Tel: 020-646651
TX: (844) 18242

IDG France, S.A.
LE MONDE INFORMATIQUE
185, Avenue Charles De Gaulle
92200 Neuilly Sur Seine, France
Tel: 01-747-1272
TX: (842) 613234

IDC FRANCE
12, Avenue George V
75008 Paris, France
Tel: 01-723-0021
TX: (842) 620174

Inforpress, S.A.
COMPUTERWORLD ESPANA
MICRO SISTEMAS
Gravina, 13
Madrid-4, Spain
Tel: 1-231-2385
TX: (831) 47894

IDC IBERIA
Doctor Fleming, 33-1
Madrid-16, Spain
Tel: 4574162
TX: (831) 48614

IDC NORWAY
Sandviksvn. 12
Post Box 222
1322 Hovik, Norway
TX: (856) 76593

Computerworld Norge A/S
COMPUTERWORLD NORGE
MICRODATA
Hovinveien 43
Postbox 2862 Toeyen
Oslo 6, Norway
Tel: 2-224216
TX: (856) 76476

IDC SWEDEN
Vartavagen 55
11538 Stockholm, Sweden

Nova Media AB
COMPUTERSWEDEN
MIKRODATORN
MIN HEMDATOR
Vartavagen 55
11538 Stockholm, Sweden
Tel: 08-234280/08-629696
TX: (854) 8105099

IDC SCANDINAVIA
Nybrogade 24
DK-1203, Copenhagen K
Denmark
Tel: 01-123480
TX: (855) 19236

Computerworld Danmark A/S
COMPUTERWORLD DANMARK
MICROVERDEN
Gammel Strand 50
1202 Copenhagen K, Denmark
Tel: 01-123411
TX: (855) 27566

CW Publikationen, GmbH
COMPUTERWOCHE
MICRO COMPUTERWELT
PC WELT
Friedrichstrasse 31
8000 Munchen 40, West Germany
Tel: 89-38172-0
TX: (841) 5215350

IDC DEUTSCHLAND GmbH
Martinstrasse 14
6200 Wiesbaden, West Germany
Tel: 06-121-377086
TX: (841) 4186382

IDC ITALIA
Galleria Strasburgo 3
20122 Milan, Italy
Tel: 02-796521
TX: (843) 324403

Computer Publishing Group
COMPUTERWORLD ITALIA
Via Rosellini, 12
20124 Milano, Italy
Tel: 02-680051/2/3/4
TX: (843) 333436

IDG UPDATE

Electronic Mail *From Page 1*

"User names and passwords have already been placed onto the system. Many users have not yet logged in but we expect to have over two-thirds of our operating groups communicating by mid-year. Access is by way of local telephone calls and simple 'dumb' terminals. A port to connect by way of a telex machine is also available," said Bill.

For more information and an instruction packet, please contact Bill Sell at IDG, 5 Speen Street, Framingham, MA 01701, telephone (617) 875-5000.

Winter Editorial Meeting

From Page 1

California last month. (Just so our east coast and international brethren know what's what, the weather consisted of one rainy and one sunny day, both featuring temperatures in the high 60's and low 70's).

The meeting allowed the staff to explore new editorial directions in an informal atmosphere. Staff members had a chance to get to know one another for the first time, since the staff has grown from 16 to 27 people in the last few months and features many new imports from newspapers and magazines all over the country, including sister publication Computerworld and Micro Marketworld.

The agenda for the winter meeting, led by STEWART ALSOP, InfoWorld's Editor, ranged from refining job descriptions to defining the target reader and how to get and keep people reading the magazine from cover to cover. The staff also discussed and voted on a series of changes in the new format and structure of the magazine, the last of which are reflected in Issue 17 of InfoWorld, published the first week of April.

InfoWorld President, TOM KOTHMAN, joined the staff for lunch the second day and covered some of the publication's corporate objectives for 1984, which included reaching a circulation of 200,000 and selling more than 3,000 pages of advertising.

The editorial staff returned to the InfoWorld offices the next day, relaxed and re-energized, to pursue their joint goal: to make InfoWorld the most sought after microcomputer newsmagazine on the market.

Olivetti Set to Unveil Portable in U.S.

InfoWorld

The Newsweekly for Microcomputer Users

April 2, 1984 Volume 6, Issue 14 K 46900 $1.50

SOFTWARE GAMBLES:

COMPANY STRATEGIES BOOMERANG

When the micro software industry was a freshly dealt hand, companies placed their bets on certain strategies. Some bets didn't pay off. Now some leading software publishers are struggling to stay in the game and a few may even go bankrupt soon.

NEWS

People

LUCIENNE BOSSER of the Circulation Department of Le Monde Informatique, IDG France, recently gave birth to a daughter, Audrey. Congratulations to Lucienne and her husband on their new bundle of joy.

New employees

IDG France, publisher of Le Monde Informatique, Golden, and the soon-to-appear OPC, a magazine for the IBM PC user which is to be launched at IDG France's first PC Forum, extends a hearty welcome to several new employees:

SYLVIANE MORLET recently joined the IDG France team as Accounting and Administrative Manager.

Welcome to PHILIPPE CHASSAING, who joined OPC's team as Assistant Editor-in-Chief. Philippe has two hobbies, jazz and collecting prints. He likes Jackson Pollock, and he buys directly from the artists, not from galleries. Collectors and artists, take note.

Welcome to BEATRICE NEDJAR who joined IDG France as Assistant Accountant. Beatrice is part of their very young team.

JACQUELINE ANGLARDS recently joined the IDG France team. She is preparing herself to be the "mother" of the French Buyer's Guide, and expects to have no time to sleep!

SURESH RAJON, originally from Sri Lanka, is IDG France's Golden's, and OPC's new office assistant. He does everything, and is considered the "star" of the office.

FABIENNE GUDEBIN is the new Switchboard Operator at IDG France. Good luck in your busy position, Fabienne.

The new Art Director at Golden and OPC is HORST WIDMANN. Horst worked for sometime with women's fashion magazines, and he recently discovered that computers are very sexy also.

JEANINE ALLARIA joined Golden's and OPC's teams as Advertising Assistant. Before joining IDG France, Jeanine worked at Temps Reels.

IDC/Chicago offers a warm welcome to VALERIE ROOST. Valerie works as a Sales Secretary and offers support to Wayne Dombrowski. Previous to joining IDC, Valerie was employed by Unis International Corporation in Chicago, an import/export firm, as Assistant to the Vice President. Valerie's family resides in Michigan, where two years ago she was a student at Michigan State University. Presently she spends much of her "leisure" time attending classes at Loyola University (Chicago), working towards a B.A. in finance. She enjoys artwork, and loves shopping and reading.

A newcomer to IDC's LPS Department is CHRISTINE PORTER. She graduated from a two-year executive secretarial program at Bryant & Stratton in Boston "and I've been working ever since." Christine is a native of Framingham and enjoys all sorts of crafts including crocheting and making stuffed animals.

Welcome to RANDI GLASER, new Publishing Assistant at PC World. Previous to joining PC World, Randi was employed by Dharma Publishing Company in

Continued on Page 5

From Page 4

Oakland, California as a shipping clerk. In her leisure, Randi enjoys artwork and dancing. Welcome aboard, Randi!

GAIL RIZZO is a new member of the Computerworld Typesetting Department. Prior to joining CWCI, Gail was an ad setter for the Marlboro Enterprise. In 1980 she graduated from Hudson High School in Hudson, Mass. During her leisure hours, Gail enjoys snow skiing in New Hampshire.

CWCI welcomes LESLIE MILLER, Billing Operator. Leslie is a newcomer to Massachusetts; she arrived in Boston in December and finds she loves the area. She previously lived in New Orleans, working for a data processing company. Leslie's educational background includes a B.A. degree in Sociology at the University of New Orleans, and one year of graduate work in research. She loves music and art, and may possibly indulge in evening courses in the future. Leslie's parents live in New Zealand, but fortunately she has brothers living nearby! Good luck in your new position, Leslie!

Anniversaries

One-Year Anniversaries

Laura Berland, LR
Mary Lewis, PCI

Two-Year Anniversaries

Gail Nason, CWCI
Barbara Gary, IDC
Lee Rudenauer, CWCI

Three-Year Anniversary

Nicole Adda, IDG France
Christiana Alamarguy, IDG France
Jenny De Montaigne, IDG France
Carola Hannecartt, IDG France
Damian Rinaldi, IDC
Jacques Tillier, IDG France
Patricia Poupaert, IDG France

Fourteen-Year Anniversary

Marion Pederson, CWCI

Etcetera

Getting it Done Today

"This process takes so long, but we've always done it this way so I guess it's the best way."

"No matter how hard I try, I just can't seem to find enough time to get everything done."

"All this paperwork seems unnecessary, but I guess there's a reason for it."

Sound familiar? Each of us wants to be as efficient and effective at our jobs as possible. And we want to make our jobs as enjoyable as we can. But are they obstacles in the way?

We all want to be good at our jobs, but there can be factors that slow us down. These can range from an outdated procedure that slows down the workflow to an unorganized desk.

Continued on Page 6

From Page 5

A good way we can make our jobs better is by analyzing how we do our tasks and then look for way to make those tasks easier. We can also make our jobs more enjoyable by paying closer attention to our work habits.

Have you ever felt that there just weren't enough hours in a day to get all your work done? You just need to reassess how you use your time.

One important aspect of time management is organizing your day so that your workflow goes as smoothly as possible. And it's really not hard to do.

Making the Most of Your Time

One good guide for time management can be found in Alan Lakein's book, "How to Get Control of Your Time and Your Life." This is what Lakein suggests:

1. List goals and set priorities. This means taking some time to look ahead and decide what you want to accomplish. Make sure your goals are realistic. Then rank them in the order you want to accomplish them.

2. Make a daily to-do list. Each day, make a list of the things you need to accomplish. Then go over the list and prioritize. Lakein suggests the "ABC" method. "A" priorities are those items on the list with a high value, the most important things you need to get done. "B" items have a medium value - they need to get done but are not as critical as "A" items. And a "C" item is one that needs to get done, but it's not crucial that it get done right away.

3. Start with the "A" items on your list. Once you've completed these, go to the "B" items and then the "C's".

4. Ask yourself, "What is the best use of my time right now?" Your list of priorities should help you answer the question.

5. Handle each piece of paper only once. Each time a piece of paper comes across your desk, don't just shuffle it to the side. Do something with it. If you can, take care of it right away. Or, if it's some thing that will require some time and thought, budget it into your daily to-do list. If you must handle a piece of paper more than once, try to at least take some action each time you deal with it.

6. Do it now! Once you've made your list of priorities, stick to it. If you find that your priorities change, redo your list, but continue to follow it.

Organizing Your Work Area

A lot of times, we're delayed in our jobs because we can't put our hands on something we need right away. This can be avoided by having an organized work area.

Having a specific place for everything is important, whether

Continued on Page 8

From Page 6

it's your stapler or an important file. By knowing exactly where everything belongs, you don't spend time looking for something you need.

It helps to have an organized filing system, and any manuals you use should be clearly marked and in a specified area.

Improving the Job Itself

It may be that, after assessing your effectiveness on the job, you find that you still run into "bottlenecks." Maybe your workflow is being delayed by a cumbersome procedure. Or maybe there are several unnecessary steps involved in what you're doing.

By identifying these problem areas, you can find solutions that make your job easier and more enjoyable.

First, you need to identify exactly what the problem is. Then you need to get all the facts. A good way o do this is to write a step-by-step description of the workflow. And be sure to talk to others involved in the task.

Once you've done this, you need to analyze the facts. Ask yourself, "Are all the steps necessary? Am I the right person to do this particular procedure, or is someone else in a better position to do it? Is this being done at the right time and at the right place? Is this the best way to perform this task?" You may also need to ask yourself if the best forms are being used.

After you've analyzed the problem, you can begin developing solutions. Try to think of a number of ways you can improve the task, and analyze each one. Once you feel as if you've come up with the best solution, talk to your manager or supervisor about it.

We spend half of our waking hours on the job. Since we spend so much time here, it's important that we enjoy what we do. And one way we can be sure of that is to make our jobs as easy, efficient and effective as possible.

IDG UPDATE

Publisher:	Bill Sell, IDG International Operations Coordinator
Production Assistance:	Carol Famosi Jo-Ann O'Mara Vickie Bagley Ann Baker
Distribution:	John Rudsit
Typesetting:	Carol Polack, Kim Adams CWCI Typesetting Department
Design Consultant:	Tom Monahan CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

Classified

TRAFFIC CLERK

CW Communications/Inc. has an opening in the Traffic/Distribution Department for a Traffic Clerk. The prospective applicant must have excellent typing skills, a pleasant telephone manner, and the ability to work with detail. Bookkeeping experience helpful. Enjoy a four-day work week, excellent company benefits, and a pleasant working atmosphere. To apply, please call Alice Coronella at (617) 879-0700, x357.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 10 March 26, 1984

IDC Briefings Very Successful

IDC's 19th Annual Information Industry Briefing Sessions opened March 2nd with the traditional one-day event held at the Copley Plaza Hotel. This year the sessions included greater visual support for the speakers, and featured a special luncheon presentation. As in previous years, the Briefing Sessions offered an up-to-date review of the market, five-year industry forecasts, trends and strategy analyses, marketshare data, survey results, and examined the issues in the forefront of the industry today.

"THE MICRO MEETS THE MAIN-FRAME"

PATRICK MCGOVERN, Chairman of IDC, opened the Boston session with a discussion of how the computer industry has changed over the last 20 years.

WILL ZACHMANN, Vice President/ Corporate Research, provided his look at the industry with a technology update in 1984. Following Will, JOHN WANAMAKER discussed the impact of new technology from an end-user perspective. John is an IDC Senior MIS Consultant who was recently named IDC Director of Data Processing.

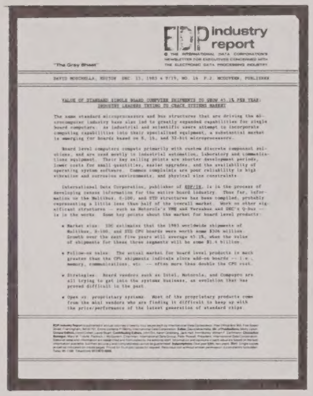
IDC Marketing and Sales staff attended the sessions and had a chance to talk with our clients.

KIM MYHRE, Research Manager of the CIR Program, provided a new look at the impact of changing

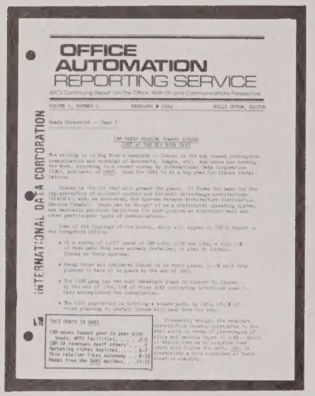
Continued on Page 5

Spotlight

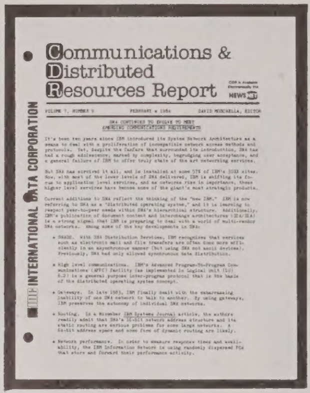
IDC Publications



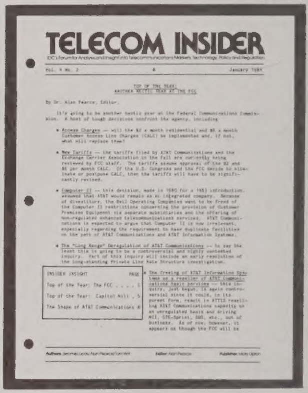
EDP industry report



OFFICE AUTOMATION REPORTING SERVICE



Communications & Distributed Resources Report



TELECOM INSIDER

IDC's Publications Department traces back 20 years to the initial issues of the EDP Industry Report, also known as "The Gray Sheet."

There are now six publications produced in Framingham, although two are written offsite in Tokyo, Japan, and Washington, D.C. The newsletters are: EDP Industry Report, Office Automation Reporting Service (OARS), Communications and Distributed Resource Report (CDR), Telecom Insider, Software Watch, and EDP Japan Report. Marketing of the newsletters is done principally by direct mail.

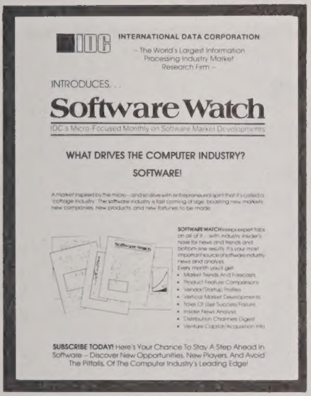
The newest addition to IDC's Publication division is Software Watch, a monthly newsletter focused on developments in the microcomputer software market. Among the many topics to be covered are market trends and forecasts, product feature comparisons, vendor profiles, and a digest of distribution channels.

The Publications Department has also earned fame and fortune by writing pieces for List, Fortune, and Industry Week magazines.

The IDC Publications Department is staffed by six individuals with a plethora of talents.

Molly Upton

Continued on Page 3



INTERNATIONAL DATA CORPORATION

– The World's Largest Information Processing Industry Market Research Firm –

INTRODUCES. . .

Software Watch

IDC's Micro-Focused Monthly on Software Market Developments

WHAT DRIVES THE COMPUTER INDUSTRY?

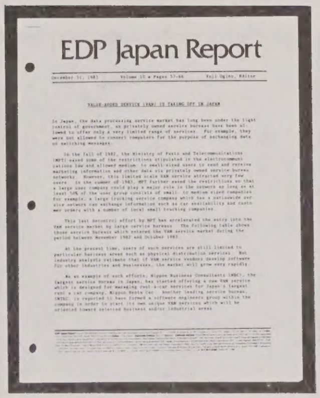
SOFTWARE!

A market inspired by the micro — and so alive with entrepreneurial spirit that it's called a "cottage industry." The software industry is fast coming of age, boasting new markets, new companies, new products, and new fortunes to be made.

SOFTWARE WATCH keeps expert tabs on all of it — with industry insider's nose for news and trends and bottom-line results. It's your most important source of software industry news and analysis.
Every month you'll get:

- Market Trends And Forecasts
- Product Feature Comparisons
- Vendor/Startup Profiles
- Vertical Market Developments
- Tales Of User Success/Failure
- Insider News Analysis
- Distribution Channels Digest
- Venture Capital/Acquisition Info

SUBSCRIBE TODAY! Here's Your Chance To Stay A Step Ahead In Software — Discover New Opportunities, New Players, And Avoid The Pitfalls, Of The Computer Industry's Leading Edge!



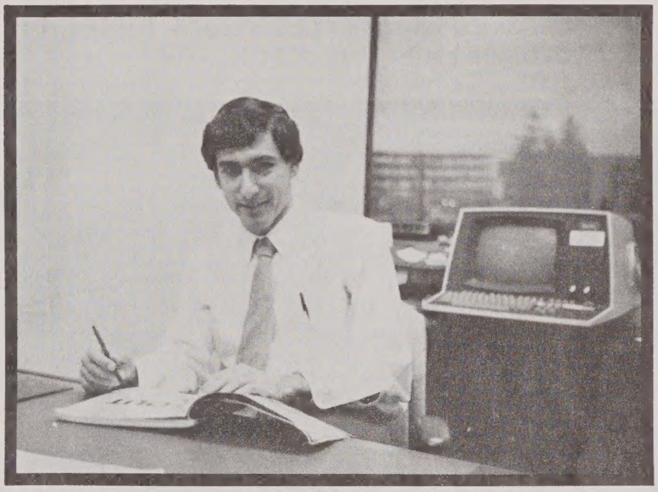
EDP Japan Report

VALUE-ADDED SERVICE (VAN) IS TAKING OFF IN JAPAN

Director of Publications and writer of the Office Automation Reporting Service (OARS) is MOLLY UPTON. Molly also coordinates the publication's direct mail campaign with help from CWCI's direct marketing group. A five-year veteran of IDC, Molly's previous work history includes writing the EDP Industry Report. Prior to joining IDC, she worked with CWCI for many years writing sections of Computerworld.

Molly has been known to hide in the Silicon Valley where she manages to make herself at home with friends and get great scoops about two months early. Back on the East Coast she has held national posts within various rowing organizations, and served for several years as a crew coach at a local school. "I also enjoy sailing, and think teaching sailing would be nice if one could make a living out of it," said Molly.

The Gray Sheet's thinker and Editor for the last 2-1/2 years is DAVE MOSCHELLA. "In addition to the EDP Industry Report, I also edit the EDP Japan Report, written by Yugi Ogino in Tokyo. Yuji sends the drafts to us, and we handle editing and production on this end," said Dave. Dave decided to learn Japanese, and now commutes to work listening to Japanese language tapes.



Dave Moschella

Before joining IDC, Dave worked as a free-lance writer, as well as a technical writer for Raytheon. He resides above a posh Italian restaurant in Beacon Hill and spent time in the back woods of Maine after graduating from Colby College. His family lives in Wayland, and there are rumors of a swimming pool to which he flees in the summer.

MARCIA BROOKS writes List Magazine articles, knowing how to quickly find all of the scoop on a vertical market and locate users. Marcia also writes sections of the Office Automation Reporting Service (OARS), and is in charge of their special reports. Her pre-IDC life includes translating for German

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From Page 3

comedian Otto in Hamburg, modeling for a Stowe, Vermont ski brochure, and being "raconteur" for the Landmark Preservation Council of Illinois. She also worked as marketing manager for a small Boston design firm.

Marcia is on the board of directors of the Boston Premier Ensemble. She enjoys going to symphony, eating good food, and cross-country skiing. She lives in Charlestown with her husband and two cats.

Marcia Brooks

Newest member of the Publications staff is DOANE PERRY. Doane is the third person to occupy the Editor's chair with the Communications and Distributed Resource Report (CDR) newsletter (formerly Distributed Processing Report). CDR is geared towards the communications industry.

A survivor of Yale University, Doane has a Ph.D. in visual anthropology and did field work in Greece. He also spent three years in Uganda as a Peace Corps volunteer. Currently he lives in a Harvard Square triple decker which has an electric train set in the basement. He spends his spare time windsurfing, scuba diving, and swimming when he's not helping dole out Megabucks money via the Brookline Arts Council. Doane is also a member of the Brookline Community Cable Trust where he develops access programming and an institutional network.

Doane Perry

CAROL WEISZMANN is a member of IDC's Professional Services Group and Editor of Software Watch, which just completed its second issue. In addition to the newsletter, she also writes the IDC Industry Week special sections.

Carol, a 10-year veteran of IDC, managed the Software and Services Information program (SASI), was Director of IDC's Research Department and, going way back, edited the now extinct Autotransaction newsletter.

ALAN PEARCE, Editor of our regulatory newsletter, Telecom Insider, writes TI from his Capitol Hill office in Washington, D.C. Alan, who writes and edits Telecom Insider by agreement with IDC, has his own consulting practice and has worked with various communication companies, including AT&T.

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From Page 4

A "refugee" from Britain, Alan caught on to the vagaries of American life and seems to love watching the political process. Alan also speaks at various industry conferences. He is busy gathering courage to buy a personal computer, and hopes to eventually practice what he preaches and telecommunicate his newsletter to Framingham.

Mary Trayte

Circulation functions of the Publications Department are handled by MARY TRAYTE. Mary recently became the first IDCer to celebrate her 15th anniversary with IDC, and was featured in an anniversary article in the IDG Update a few weeks ago. Mary knows who all the non-paying customers are in the industry, and is very successful in collecting every last nickel due.

In her spare time, Mary helps organizations raise money via phonathons. During World War II, Mary enlisted in the British Land Army and was made a forewoman of a threshing gang helping to feed the British.

CINDI SPARROW, Administrative Asssistant and jack-of-all-trades, works in the Publications Department creating charts and graphs for newsletters and lending support to the editors.

She is a fugitive of the insurance industry and can be espied deep in science fiction, Vonnegut, or Brautigan at lunch time, when she's not studying for her B.A. in Management Information Systems at Northeastern University. In her spare time she frequents rock and roll clubs and wishes her TR-6 were on the road.

Cindi Sparrow

From Page 1

Briefings

technologies on communications. "Microsystems Buying Patterns: The Business/Professional User" was the title of TOM WILLMOTT's presentation. Tom discussed which systems are being purchased, where they are bought, why one brand is chosen over another, and where the user gets his brand information.

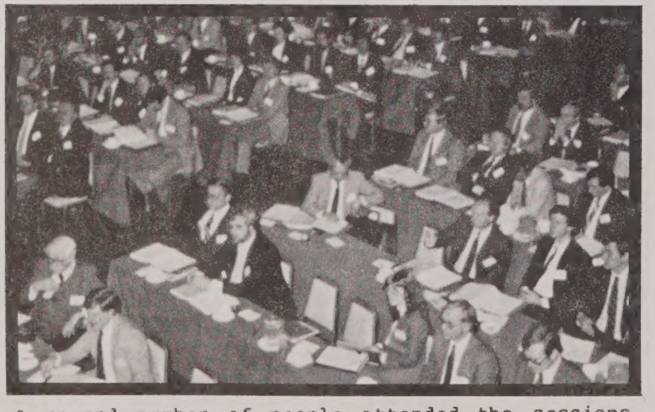
Continued on Page 6

From Page 5

AARON GOLDBERG, Research Manager of IDC Santa Clara, analyzed the latest trends and developments in the personal computer industry. JANICE ANTONELLIS, Research Manager of Software and Services Program, reviewed current developments and the trends occurring in the industry. JACK HART, Director of IDC's Professional Services Group, is IDC's main IBM watcher. Jack presented an in-depth analysis of the "New IBM" with special emphasis on the market leader's independent business units.

IDC's 19th Annual Briefing Session was held in Boston, Washington, D.C., Chicago, Dallas, Los Angeles, and San Jose.

Chairman of the Board, PATRICK MCGOVERN, welcoming attendees to the Briefing Session in Boston during his opening address.



A record number of people attended the sessions this year making this annual event very successful. Pictured is the group at Boston's Copley Plaza Hotel.

People

Tim McNeill being sworn in by Governor Michael Dukakis at the ceremony in the Governor's State House Office.

Congratulations to TIM MCNEILL, IDG's Vice President/Corporate Development, recently appointed by Massachusetts Governor Michael Dukakis as the newest member of the Massachusetts Technology Development Corporation's (MTDC) Board of Directors. Tim was sworn in at the January 20th ceremony at the State House in Boston.

MTDC is an independent public agency which focuses on providing venture capital financing to early-stage, high-risk, technology-based companies. The investment operations and other activities of MTDC are supervised by an eleven-person Board of Directors which includes three senior public officials. The organization is a public instrumentality and is believed to be the first publicly-financed venture capital organization in the nation.

As VP-Corporate Development at IDG, Tim is responsible for corporate strategic planning, various acquisitions, and business development.

CWCI recently announced ERIC BENDER as Senior Editor/Microcomputers for Computerworld. Eric has been an Associate Editor with Micro MarketWorld since February, 1983. During that time he has written both news and feature articles for this biweekly publication. His areas of concentration have been in hardware technology, communications, and application software programs.

Eric has an M.S. in Journalism, majoring in Science Communication, from Boston University. He received his B.A. degree from Goddard College in July, 1976.

Congratulations to MARILYN and RICHARD PRIANTE of CWCI's Circulation Department who have been blessed by the birth of their first child, Michael Gregory Priante, delivered to them on Friday, March 16th at 11:29 a.m., weighing 8 lbs. 2-1/2 oz.

Congratulations to CHRIS SMITH, Manager of IDC's Data Files, on her recent engagement to Ed LeBlanc. A Spring 1985 wedding is planned.

New employees

New member of CWCI's Research Department is JANE SEAMANS, Market Research Analyst. Jane's responsibilities will include development and implementation of research studies for publications in the CWCI family, as well as analyses of the findings. She will also be responsible for the writing of market and media facts reports used as sales collateral for the CWCI publications sales force.

Jane most recently was a marketing research analyst for Eli Lilly and Company in Indianapolis where she directed and analyzed strategic market research programs leading to the development of new marketing strategy to increase market share. She also participated in the design and implementation of nationwide promotional programs for major markets. Jane received her MBA in marketing from the Cornell University Graduate School of Business.

Anniversaries

One-Year Anniversaries

Hollis Brush, IDG
George Harrar, CW
Teri Hegarty, CW
Thomas Schmidt, CW
Arlene Zeichner, LR

Two-Year Anniversary

Cheryl Ann Aleithe, CW

Three-Year Anniversaries

Wayne Bloodworth, LR
Linda Dudley, LR

Four-Year Anniversary

Rita Shoor, CW

Five-Year Anniversary

Daniel Famosi, IDC

Classified

SECRETARY

IDC is looking for an experienced secretary. Qualified candidates should be ambitious, organized, and have a professional attitude. Knowledge of a Wang word processor a plus but not necessary. Responsibilities include answering telephones, typing correspondence, dealing with executive level clients, and serving as a backup to our message center. Interest persons may send a resume to IDC, Attn. Dept. KW, 5 Speen Street, P.O. Box 955, Framingham, MA 01701, or call Karen Weston of IDC at (617) 872-8200, x285.

ASSISTANT EDITOR

Micro MarketWorld has an immediate opening for an Assistant Editor, whose responsibilities include: editing news and features for grammar, style, and consistency; writing news for the products section; writing headlines; laying out pages; and proofreading page proofs. This position requires a sharp eye for detail and the ability to work under pressure of daily deadlines, and some newspaper experience and/or a college degree with emphasis in journalism. Experience on electronic editing systems is preferred. Knowledge of computers is helpful, but not necessary. To apply, please contact David Grober of CWCI at (617) 879-0700, x375.

IDG UPDATE

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EDITOR-IN-CHIEF

Wayne Green Publications has an opening for an Editor-in-Chief on it's magazine, inCider. Qualifications include sound editorial judgement, several years experience in the publishing field, and excellent managerial skills. Apple experience a plus. If interested, call Denise La Sala at (603) 924-9471.

TRAFFIC CLERK

CW Communications/Inc. has an opening in the Traffic/Distribution department. The respective applicant must have excellent typing skills, a pleasant telephone manner, and the ability to work with detail. Bookkeeping experience helpful. Enjoy a four-day work week, excellent company benefits, and a pleasant working atmosphere. To apply, please call Alice Coronella at (617) 879-0700, x357.

FOR SALE

1983 Dodge 400, 4 cylinder, 5 speed, plush interior, excellent condition. Asking $8,500. Please contact Laura Valanzola of IDG at 875-5000, x437.

CAR FOR SALE? ROOM FOR RENT? NEED A RIDE?

IDG Update Classified ads are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the United States and hundreds more overseas. To place your advertisement, please return this coupon to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701 or send it through interoffice mail to IDG, 5 Speen Street.

Your name: ______________________

Company: ______________________

Telephone: ( ) ______________________

How often would you like the ad run --

(maximum of 3 weeks) ______________

Text: ______________________

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INTERNATIONAL DATA GR… WORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■
COMPUTERWORLD AR… C ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC.
■ IDC ASIA/HONG… COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN
■ CW PUBLIKATI… ORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

Inside

International Data Group, Inc.
U.S. Office Listing

G UPDATE

■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA
RPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC
OMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES
WEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 9 March 19, 1984

Asian Computerworld Debuts

Over 350 people attended functions in Hong Kong and Singapore this month for pre-publication presentations on The Asian Computerworld, published by Asia Computerworld Pte. Ltd. Guests were briefed on the extensive publication plans of the company and reasons why The Asian Computerworld represented a highly effective advertising medium for companies marketing to computer users.

the asian Computerworld

The newspaper for the Asian computer comm…

FEBRUARY 27, 1984

PREMIER ISSUE EXTRA: 8-page top jobs pullout

'Takeover' plan for Victor

Pau's IEEE post first for Asia

Malaysia orders 'taking off'

New NCR machine replaces I-9020 line

Marcos moves

Dealer review

THIS WEEK

Highlight of the presentation was an address by Chairman and Founder PAT MCGOVERN on future directions of information technology with special reference to Asia. Philip Yeo, Chairman of Singapore's National Computer Board, was a guest speaker at the Singapore presentation.

The first issue of The Asian Computerworld was launched on February 27th with a print run of 12,000 -- 8,000 copies were distributed to charter subscribers, and Asia Computerworld also distributed copies at the Hong Kong Infotech '84 exhibition in early March.

The 32-page premiere issue of The Asian Computerworld had an 8-page center pullout section of recruitment ads and classifieds. Display advertisements for the first issue ran 14 pages. The Asian Computerworld will be published every two weeks in tabloid format.

Asia Computerworld Pte. Ltd. has two offices -- one in Singapore and one in Hong Kong. Managing Director of Asia Computerworld Pte. Ltd. is DAVID NAIDU. CWCI's Regional Director of Asia Computerworld Pte. Ltd. is ALAN POWER, Managing Director of CW/Australia. Editor of ACW is CHRIS GALLOWAY. Sales Managers

Continued on Page 3

International Data Group, Inc.
U.S. Office Listing

PC WORLD

Headquarters:
PC World
PC World Communications, Inc.
555 De Haro Street
San Francisco, CA 94107
(415) 861-3861

Computerworld/San Francisco Sales
300 Broadway
Suite 20
San Francisco, CA 94133
(415) 421-7330

InfoWorld

Headquarters:
InfoWorld
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-4602

MICRO MARKETWORLD
1060 Marsh Road
Suite C-200
Menlo Park, CA 94025
(415) 328-4602

Computerworld/West Coast Editorial
1060 Marsh Road
Menlo Park, CA 94025
(415) 328-8064

IDC/Santa Clara
1333 Lawrence Expressway
Suite 220
Santa Clara, CA 95051
(408) 244-5710

IDC/Los Angeles
1448 15th Street
Suite 101
Santa Monica, CA 90404
(213) 458-1681

Computerworld/Chicago Sales
2600 South River Road
Suite 304
Des Plaines, IL 60018
(312) 827-4433

IDC/Chicago
444 North Michigan Avenue
Suite 3600
Chicago, IL 60611
(312) 644-0355

Wayne Green Enterprises
Route 202, North
Peterborough, NH 03458
(603) 924-9261

Wayne Green Publications Group
80 Pine Street
Peterborough, NH 03458
(603) 924-9471

IDG

Corporate Headquarters:
International Data Group, Inc.
5 Speen Street
P.O. Box 1450
Framingham, MA 01701
(617) 875-5000

CW COMMUNICATIONS/INC.

Headquarters:
CW Communications/Inc.
375 Cochituate Road
P.O. Box 880
Framingham, MA 01701
(617) 879-0700

IDC

Headquarters:
International Data Corporation
5 Speen Street
P.O. Box 955
Framingham, MA 01701
(617) 872-8200

Computerworld/New York Editorial
401 East 80th Street
Suite 7G
New York, NY 10021
(212) 570-2135

LINK

Headquarters:
LINK Resources, Inc.
215 Park Avenue South
Suite 1715
New York, NY 10003
(212) 473-5600

Computerworld/New York Sales
Paramus Plaza I
140 Route 17, North
Paramus, NJ 07652
(201) 967-1350

Computerworld/Washington Editorial
445 National Press Building
529 NW 14th Street
Washington, D.C. 20045
(202) 347-6718

IDC/Federal Division
1500 Planning Research Drive
Suite 240
McLean, VA 22102
(703) 893-0833

Computerworld/Atlanta Sales
1853 Peeler Road
Suite D
Atlanta, GA 30338
(404) 394-0758

IDC/Dallas
5400 LBJ Freeway
Suite 200
1 Lincoln Centre
Dallas, TX 75240
(214) 991-1796

Computerworld/Los Angeles Sales
18008 Sky Park Circle
Suite 260
Irvine, CA 92714
(714) 261-1230

IDG UPDATE

From Page 1

for the publication are JANE PRIOR (Singapore) and KAREN PENLINGTON (Hong Kong); LENA WANG is the Circulation Manager.

The Asian Computerworld is circulated in Hong Kong, Singapore, Malaysia, Philippines, Thailand, and Brunei.

Asia Computerworld Ptd. Ltd. Singapore and Hong Kong offices are located at:

11-08/11-10 Tower Block
Goldhill Plaza
51 Thomson Road
Singapore 1130
Tel: 250.4444
TX: RS37003

2023 Swire House
9 Connaught Road
Central, Hong Kong
Tel: 5.210395
TX: HX72827

the asian Computerworld

IDC Framingham Launches MAST

IDC recently formed a new service called Market Analysis and Statistics (MAST) to provide consistent and statistically reliable information on quantitative market analyses, estimates and forecasts, and to standardize research and data extrapolation techniques. MAST has been formed under the direction of KEN MCPHERSON and includes senior research staffers LLOYD COHEN, LIH-LIH CHANG, and JUDY DANIELSON.

People

CWCI recently announced the promotion of PETER BARTOLIK to Senior Editor/Computer Industry. Peter joined the Computerworld editorial staff as a staff writer in July, 1983. he brought with him nearly four years of professional reporting experience with heavy emphasis on business reporting for The Salem Evening News. He has a B.A. degree in English from Salem State College. Congratulations on your promotion, Pete!

New employees

CWCI welcomes MARJORIE MAGOWAN, Computerworld's first Design Editor. In this position Marjorie will implement and maintain Computerworld's coming editorial redesign. On a day-to-day basis, she will work closely with Computerworld's editors, the copy desk, and the CWCI art department to design the front and inside pages of Computerworld.

Marjorie was the assistant makeup editor at the Christian Science Monitor from early 1979 to late 1981 where she supervised the page makeup of 10 feature page editors. Further responsibilities there included design, layout, and dummying of all pages, plus enforcing all copy and typesetting deadlines and acting as the liaison between the editorial department and the typesetting department. Prior to the Monitor, Marjorie held a variety of positions at the daily Clinton Item, including classified ad manager, general assignment news reporter, living

Continued on Page 4

From Page 3

page editor, and back-up photographer. While at the Item she won two design awards from the New England Press Association for her work in 1978 and 1979. For the past two years she has been successfully freelancing as a publication designer.

The IDG Chairman's Office is pleased to welcome VICTORIA BAGLEY as Assistant Secretary. Besides working closely with the Executive Assistant, Vickie will also be responsible for layout and paste-up of the IDG Update.

Prior to joining IDG, Vickie was a secretary in Waltham for Limitorque Corporation. She is a graduate of Framingham State College with a B.A. in French, and enjoys aerobic classes, cross-country skiing, and photography. Welcome to IDG, Vickie!

IDG would like to welcome two new members of the credit department, NANCI GRINDLINGER and GAYLE GOUTHIER. NANCI recently joined IDG as Credit Clerk. She came from Chicago where she was a Management Trainee at T.H. Mandy. After living out west, Nanci thinks New England winters are tame. GAYLE has just joined IDG as Credit Analyst from The Data Group in Burlington. Many of you may remember her from her days at IDC. Gayle will be handling the collections for PC World and MacWorld. To both Nanci and Gayle, welcome aboard!

Welcome to DOANE PERRY, IDC's new Editor of the Communications & Distributed Resources Report. Doane has been a consultant, primarily in cable, and he also assisted the Yankee Group with a report on video in the home. He currently attends courses in engineering at Northeastern University, working toward a Certificate of Proficiency in Telecommunications Management. Doane is a member of the Brookline Arts Council and the Rotary Club. He also helped institute cable TV in Brookline. Residing in Harvard Square, Doane enjoys swimming, windsurfing, and photography. Welcome aboard, Doane!

IDC would like to welcome PAM POWERS, a new member of the Communications Industry Research Staff. Pam's initial responsibility will be to conduct research in new communications technologies and to handle customer inquiries. She previously worked as a consultant for IDC this past January. A graduate of Smith College with a degree in English and Psychology, Pam currently resides in Boston.

Welcome aboard to DAVID OLMOS, new Staff Writer for Computerworld. Since August, 1983, David has been working as an Assistant Editor with CWCI's sister publication, Micro MarketWorld. His responsibilities there included writing product announcements, copy editing, headline writing, and layout on a bi-monthly basis.

From March, 1983 to the present, David has also been working as a news correspondent for the Middlesex News on a part-time basis where he covered various local government assignments. During the same time period, he researched and wrote a book entitled "National Defense Spending" for an educational textbook

Continued on Page 6

From Page 4

publisher which is slated for March, 1984 publication. David also spent one year as an Education Reporter for the Gresham, Oregon-based Gresham Reporter, and another year as a general news reporter for The Valley Herald, an Oregon rural weekly newspaper.

David holds a B.S. degree from the University of Oregon School of Journalism, and has completed the requirements for a Master's Degree from Fairfield University's Graduate School of Communication.

Anniversaries

One-Year Anniversaries

Catherine Dingman, IDC
Cynthia Sparrow, IDC

IDG UPDATE

Publisher:	Bill Sell, IDG International Operations Coordinator
Production Assistance:	Carol Famosi Jo-Ann O'Mara Vickie Bagley Ann Baker
Distribution:	John Rudsit
Typesetting:	Carol Polack, Kim Adams CWCI Typesetting Department
Design Consultant:	Tom Monahan CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

Two-Year Anniversaries

Michael Hovagimian, IDC
Fern Lipshitz, LR
Joan Pinsky, CW
Pamela Valentinas, CW

Four-Year Anniversary

Marlene Stibal, MMW

Five-Year Anniversaries

Diana LaMuraglia, CW
Linda McIntyre, CW

Sixteen-Year Anniversary

Margaret Phelan, CW

Classified

ADVERTISING ORDER PROCESSING

CWCI's Micro MarketWorld has an opening for an entry-level Advertising Department Assistant. To start, this job will be a clerical function involving general office tasks. You will be part of a busy three-person advertising team and will be trained over a period of six months to become more active in dealing with clients on the telephone relating to advertising orders, questions about rates, advertising space, etc. We will provide on-the-job training and the opportunity for career development. The ideal candidate will be able to deal with the pressures of deadlines, be highly motivated, and be able to develop an excellent telephone manner in dealing with clients. Working hours are 9:30 a.m. to 6:00 p.m. Please contact Laura Smith of CWCI at (617) 879-0700, x561.

ADMINISTRATIVE ASSISTANT

IDC's Market Analysis and Strategies Group (MAST) currently has an opening for an administrative assistant. The MAST administrative assistant will play a key role in MAST's efforts to develop enhanced quantitative analysis capabilities for IDC. General objectives include: creating and producing documentation for new and existing IDC quantitative research techniques; maintaining MAST data bases and listings; providing support for intra-IDC communications concerning MAST activities; and providing general administrative support. This is an entry level professional position within MAST, offering broad exposure to IDC quantitative research techniques and operations. Applicants should demonstrate an ability to work with numbers, an interest in computer applications, and basic typing ability. A college degree, or significant progress, is highly desirable. Applicants should demonstrate a desire for professional advancement, and some familiarity with the information processing industry. Please submit a cover letter and resume to Ken McPherson, IDC, 5 Speen St., P.O. Box 955, Framingham, MA 01701, or call (617) 872-8200, x 611.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

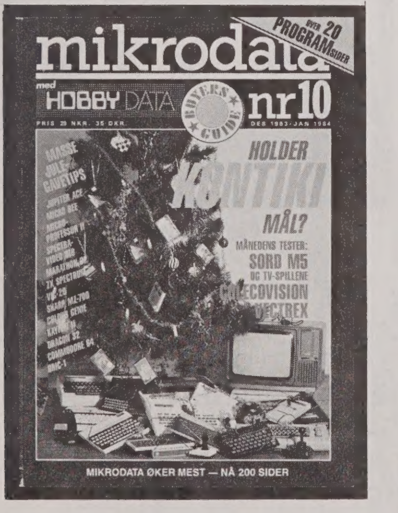
■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 8 March 12, 1984

MikroData Launched in Norway

One of our newest publications in the microcomputer area is MikroData, published in Norway. "MikroData has a very creative editor, a good sales team, and good support personnel," said Chairman of the Board PATRICK MCGOVERN.

According to Pat, "MikroData came off with a very strong launch issue tied to the Christmas buying boom for home computers."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HOLDER KONTIKI MÅL?
MÅNEDENS TESTER: SORD M5 OG TV-SPILLENE COLECOVISION VECTREX
MIKRODATA ØKER MEST — NÅ 200 SIDER

Editor of MikroData is EIRIK VAGSHAUG, and TOR OTTESEN is Editor of the home computer section. ARILD AASEN and TOMAS WOLF are handling sales for the Oslo, Norway-based magazine. MikroData's audience includes the home and hobby market.

Also published by our group in Norway is Computerworld/Norge, a newspaper geared towards the computer community.

IDC Europa at Comdex/Europe

IDC participated in its first European trade show late last year with a booth at Comdex/ Europe. According to PAUL HOMER, IDC's General Manager/European Marketing, "Comdex immediately proved a success with high quality attendance from Northern Europe and the United States."

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Spotlight

WG Book Division

Wayne Green Books publishes over 15 microcomputer-related titles a year. The 14-member Books staff works out of the Wayne Green Publishing Group's Elm Street Building in Peterborough, New Hampshire.

The original book department started out by publishing reprints of 73 magazine articles. WG Books now concentrates on microcomputing books and books in other technical areas such as robotics and telecommunications, and titles vary from computer books for children to references for advanced programmers. Many authors have also published articles in WGPG magazines.

WG Books has a nationwide network of sales representatives. Books are sold through book and computer stores and by direct mail. The group also publishes a quarterly newsletter for booksellers, WG Books Report.

Included in its line are a number of book-and-software combinations. These packages are made up of a book and a computer disk or cassette that contain all of the programs from the book. WG Books was one of the first computer book publishers to offer such packages.

One exciting new product from WG Books is Rainbow Quest, by Richard Ramella. Rainbow Quest is a children's fantasy book sold complete with software. It combines fiction and computer programs to form a giant space adventure. Rainbow Quest is currently available for the Radio Shack Color Computer and the Commodore 64. Apple II and IBM PCjr versions are on the way.

Pam Esty

Manager of the book division is PAM ESTY, who joined WGI in July, 1982. Pam is responsible for the efficient operation of Wayne Green Books, including the coordination and supervision of the technical, editorial, marketing, design, and product departments within the division.

Under Pam's guidance, WG Books has experienced rapid growth and now publishes at least one book

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per month. Pam attributes this success to the team effort of her staff, the size of which has doubled since her arrival.

In her leisure hours, Pam enjoys involvement in her rural community. Pam and husband Larry have organized a youth group which they have run for the past five years. Pam also spends time sailing, gardening, and participating in winter sports.

Kate Comiskey

KATE COMISKEY is Managing Editor of Wayne Green Books. Kate is responsible for book acquisitions, helping authors and prospective authors with writing, supervising the editorial staff, keeping books on schedule, and writing most of the department's promotional copy. Kate also writes and edits the WG Books Report. She joined WG Books in July, 1981 as an editorial assistant. Kate graduated from the University of New Hampshire with a degree in English. Her interests include reading, writing, and cooking.

NAN McCARTHY started working at Instant Software in January of 1980 and came to the book department a year later when the software group was reorganized. Nan is a projects editor with an insatiable appetite for new manuscripts, and has always dreamed that someone would pay her to eat, read, or sunbathe. In addition to editing book manuscripts, as Projects Editor Nan compiles indexes, prepares page designs, and helps with technical editing.

Nan McCarthy

Outside of work Nan does more work - freelance editing and paste-up - to support her "champagne" tastes. Nan is the treasurer of the Emerald Lake Village District of Hillsboro and a member of the Monadnock BPW. She enjoys working on her house, knitting, crocheting, skiing, sunbathing, and reading books (non-technical). Nan hopes to be rich and have a walk-in jewelry box someday.

KAREN KEUPER is Production Editor at Wayne Green Books and has lived in the Peterborough

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area for 14 years. Karen attended the Peterborough Middle School, Contoocook Valley Regional High School, and received a B.A. from Keene State College where she majored in Public Affairs/Journalism. Karen has always enjoyed books and writing, and was pleased to start her career at Wayne Green Books. She is responsible for getting books through all of the necessary steps. She dummies books, roughs books, and gives them a final look before they go off to press. Karen also does some paste-up. During her leisure hours Karen enjoys cross-country skiing, collecting antiques, walking, writing, and riding.

Karen Keuper

BRENNER FULLER joined Wayne Green Books as Marketing Manager in June, 1983. Brenner's responsibilities include the promotional planning of retail and dealer sales of Wayne Green Books (including space advertising and direct mailing), key account management, sales management, budgeting, policy recommendations, and some initial copy writing. Brenner graduated from Stonehill College with a degree in Biology/Chemistry. Before coming to Wayne Green Books, he worked as a Radionuclide Research Chemist at New England Nuclear/Du Pont. Brenner's personal interests include skiing (he is a weekend ski instructor), tennis, and yachting.

Brenner Fuller

Kevin Sterling

The most recent addition to the WG Books editorial staff is KEVIN STERLING. A Jaffrey, New Hampshire resident, Kevin and

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his wife Nancy run a foster home. His work background includes teaching, marketing, and business management. Kevin is the Vice-Chairman of the Jaffrey-Rindge (NH) School Board. Kevin now is learning his way around the Elm Street building and becoming acquainted with his job.

MARGARET BAKER joined WG Books in July, 1981 as Production Editor. In November, 1981 Margaret was promoted to Production Manager of the WG Books division and is responsible for scheduling the design and production of all book titles. In this position she serves as direct liaison with all freelance artists and printing services. Last August Margaret became Art Director, and now is responsible for the design and production of all texts, covers, and promotional material. When not moving to a new apartment, Margaret enjoys music, dancing, pottery, and knowing other people with gardens.

Margaret Baker

GARY CIOCCI, Design Consultant, joined the Book Department in early in 1982. His responsibilities include design and production of monthly ads, promotional material, and the quarterly newsletter. Gary is also responsible for the conceptualization and design of bookcovers, including working with the artists and photographers in producing the final images. Gary came to WG Books from Springfield College where he majored in Psychology and Fine Arts. Gary enjoys skiing (which he teaches on weekends), tennis, painting, motorcycling, photography, clowning/juggling (semi-professionally), and scuba diving.

Gary Ciocci

CRAIG PIERCE came to Wayne Green Books in November of 1983 as the Production Manager. Craig is responsible for the efficient operation of book production with emphasis on time/quality and product costs. His duties include supervision of the production staff, coordinating schedule activities with other departments, contact suppliers,

Continued on Page 6

From Page 5

schedule printers, and other contact responsibilities. Before joining the Book Department, Craig worked as a technical editor for Instant Software, Inc. Craig's other interests include running, weight lifting, bicycling, and softball.

Craig Pierce

Susan Errera

SUSAN ERRERA came to the Wayne Green Book Department last July as Marketing Coordinator, which quickly developed into the first telemarketing effort of the Book Department. To coincide with the acquisition of the ADP computerized system in January, Susan was appointed to the position of Retail Sales Manager. Before joining Wayne Green, Inc. Susan managed her own business, The United Dance Center, which is still a major interest. Susan currently resides in New Ipswich with her two children, one dog, and four cats. She enjoys the quiet country living, but is seen going from Nashua to Boston every weekend. Susan is thoroughly enjoying her new position as Retail Sales Manager, and is looking forward to new responsibilities as the Book Department continues to grow.

Pauline Johnstone

PAULINE JOHNSTONE is the Book Dealer Coordinator and Manager of the Dealer Sales Section, and her responsibilities are processing orders, and the bookkeeping for retail stores, libraries, schools and colleges. Other duties are the authors' royalties, sales representatives' commissions, and a few reports. The first of April, 1984 will be Pauline's sixth anniversary with the company. Every summer Pauline goes on

Continued on Page 7

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tour with the New Hampshire Women's Golf Association, and she was ranked among the top ten players last year.

Mike Wozmak

MIKE WOZMAK came to Wayne Green Books in January of 1984 as Telemarketing Coordinator. Mike is responsible for implementing WG Books' nationwide dealer sales program through direct mail marketing combined with a comprehensive telephone followup program. Before coming to WG Books, Mike ran a small retail advertising promotion firm with his two brothers, and was employed as a telemarketing representative at Brookstone, a large mail-order tool company. He enjoys tennis, lacrosse, and skiing.

MARY MCKENNEY joined Wayne Green Books as Marketing Assistant in August, 1983. Mary provides secretarial support for the Marketing Department and for the manager's office. A few of Mary's varied tasks include supplying sales materials to representatives, organizing and tracking the results of direct mailings, sending copies of new titles to reviewers, and compiling weekly and monthly sales reports. Mary delights in being an aunt to four, and likes to play a faster-paced, backward variation of backgammon, acey-deucey. She is a native of Schenectady, New York and graduated from Endicott College with a bilingual secretarial degree.

Mary McKenney

IDC at Comdex Europe

From Page 1

"Our booth was a joint project between IDC/Europa, IDC/Benelux, and CW/Netherlands. We wanted to test trade show response to our products and, based on results, we expect to participate again," said Paul.

DAVID ROUSE, Managing Director in Scandinavia, presented a paper at the conference.

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IDC
IDC
INTERNATIONAL DATA CORPORATION

IDC was represented by PETER JANSEN (photo left - Benelux) and PAUL HOMER (photo right - London). Also participating were HUBERT VAN ONNA (Managing Director, Benelux), LISBETH NILSSON (Scandinavia), and TON VAN DILLEN (Benelux).

Blood Drive

Whenever you see a sign for a blood drive, do you feel a sudden wave of panic? Do you conjure up an illness that would most definitely disqualify you from donating? Or, maybe you keep telling yourself, "next time, for sure!"

That next time is now...The American Red Cross is sponsoring a blood drive in the Framingham area. Their mobile van will be open on Friday, March 23rd at the IDG headquarters, 5 Speen Street, Framingham, from 9:30 a.m. to 2:30 p.m.

Plan on donating -- it only takes a few minutes and can contribute to saving a life. Blood is a very valuable resource and it can only be "produced" by donations.

Please call JUDY SPAVOLD at IDG (617-875-5000, x406) to reserve a time slot.

People

Congratulations to PAT COLLINS in her new position as Customer Service Administrator for the Classified Department of Computerworld. In her new position, Pat will be responsible for servicing our classified advertising customers and for processing ads daily. Pat joined the company in August, 1983 as an ad solicitor for classified. Congratulations, Pat!

IDC is pleased to announce that JOHN WANAMAKER has accepted the position of Director of Data Processing effective April 1st. John's many years of data processing and management experience will be a significant factor in providing the leadership and direction that we need over the next several years.

Prior to joining IDC, John had his own consulting business, specializing in planning, controlling, and developing systems and standards for EDP organizations. Before forming his consulting practice, John was the Corporate MIS Director for GenRad Corporation, where he managed a 45-person department. Prior to that, he was Manager of Systems for Polaroid's Film Division. John holds B.A. and M.B.A. degrees, majoring in Accounting and Business, and has attended management programs at Harvard Business School and MIT's Sloan School.

John joined IDC four months ago as a Senior MIS Consultant in the Professional Services Group. During this time, John has learned IDC's business firsthand through his interaction with

Continued on Page 9

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many of our ISPS clients, as well as directing the final efforts of the Annual User Spending Study for 1983. The culmination of these efforts will be his presentation of the survey findings at the upcoming Briefing Sessions.

New employees

Welcome to JACKIE PRINCE, a new member of the CWCI mailroom. Jackie is a recent graduate of U. Mass. at Amherst and holds a B.S. in Forestry. She spent the past summer working in the White Mountains National Forest as a research assistant to a wildlife biologist. Jackie currently lives in Franklin, MA and is a welcomed new face at CW!

CW Editorial is pleased to announce that BRYAN WILKINS has been hired as Washington correspondent for Computerworld. Bryan has been a Washington correspondent for MIS Week since March, 1980. During that time he has covered many areas of interest to our target reader, including telecommunications issues in Congress, the FCC, Department of Justice and U.S. Court system, computer crime and privacy issues, and international trade in services and telecommunications. Prior to that he spent five years as Kentucky Bureau Chief for the Lexington Herald Leader. Bryan received a B.A. in American Civilization from the University of Pennsylvania in 1973.

IDC welcomes ANN BEVILACQUIA, a new member of the Enterprise File under the direction of Mike Hovagimian. Ann was employed last summer with IDC on the phone staff of the Enterprise File. Her other past experience includes earning a degree in Communications at the University of N.H. in May, 1983. Previously a sailing instructor, she enjoys exercise and especially racquetball. Welcome aboard, Ann!

Welcome to MARC VISCONTI, IDC's new Director of Vendor Services for IDC Framingham. Marc comes to IDC with 10 years of industry experience, most recently with Computer Consoles, Inc. as Manager of Financial Systems Marketing, and prior to that as a Product Manager for Data Terminal Systems. He started his career at NCR in sales. Coming from the vendor community where he was a client, Marc will provide us with additional insight as to the requirements of our vendor markets.

Anniversaries

One-Year Anniversaries

Kathleen Girard, PCW
Jeff Melnick, CWCI
John Reichmuth, IDC
Jo Beuerline Rowe, CWCI

Two-Year Anniversary

Joyce Furia, CWCI

Three-Year Anniversary

Nancy Perroton, IFW

Continued on Page 10

From Page 9

Four-Year Anniversaries

Cynthia Howell, CWCI
Ed Scannell, CWCI

Seven-Year Anniversary

Marilyn Priante, CWCI

Nine-Year Anniversary

Eleanor Bergeron, CWCI

Classified

CHIEF COPY EDITOR

InfoWorld's Editorial Department has an immediate opening in its Menlo Park office for a Chief Copy Editor whose primary responsibility will be to establish and maintain the language and style of the magazine. Applicants should have at least two years of copy editing experience on a newspaper or magazine and should have an excellent working knowledge of the editorial production process which, in addition to copy editing, includes proofreading pages, writing headlines, and preparing page layouts. The ability to work under the pressure of daily deadlines is necessary. Experience on electronic editing systems preferred. Persons interested in the job should contact Mike Lowe of InfoWorld at 1-800-227-8365, x223.

IDG UPDATE

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COPY EDITOR

InfoWorld's editorial department has an immediate opening for a Copy Editor. Duties include editing copy for grammar, style and consistency, and proofreading page proofs. The person hired will be expected to learn headline writing, page layout, and other aspects of editorial production. A sharp eye for detail and the ability to work under the pressure of daily dealines are necessary. Some newspaper experience and/or a degree in journalism are required. Experience on electronic editing systems preferred. Persons interested in the job should contact Mike Lowe at 1-800-227-8365, x223.

CIRCULATION MARKETING MANAGER

InfoWorld seeks an aggressive, experienced Circulation Marketing Manager. This position reports directly to the Publisher. Working closely with IDG's in-house services, this position requires knowledge of direct mail and other source acquisition, list and rate-base management. The goals are aggressive and InfoWorld needs the best strategist they can find. If you feel you qualify, please send work and salary history in confidence to: Tom Kothman, InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

SECRETARY

International Data Corporation, the leading market research and consulting firm in the information processing industry is looking for an experienced secretary. To qualify, you should be ambitious, organized, and have a professional attitude. Knowledge of a Wang word processor a plus but not mandatory. Responsibilities include answering phones, typing correspondence, dealing with executive level clients, and serving as back up to our message center. Interested persons may send a resume to: International Data Corp., Attn: Dept. KW, 5 Speen Street, Framingham, MA 01701. Or call Karen Weston at IDC at 872-8200, X285.

ADVERTISING DEPARTMENT ASSISTANT

CW Communications, Inc. announces there is an immediate opening in MICRO MARKETWORLD for an entry-level Advertising Department Assistant. To start, this job is a clerical function involving general office tasks. You will be part of a busy three person advertising team and will be trained over a period of six months to become more active in dealing with clients on the telephone relating to advertising orders, questions about rates, position or availability of advertising space in MICRO MARKETWORLD. The advertising activity of MICRO MARKETWORLD has increased dramatically in the last two months, and the person accepting this position will move rapidly within the organization. We will provide on-the-job training and the opportunity for career development. The person we are looking for will be able to deal with the pressures of deadlines, be highly motivated and be able to develop an excellent telephone manner in dealing with our clients. The working hours are 9:30 a.m. to 6:00 p.m. This is a new opening on the MICRO MARKETWORLD staff and anyone interested in applying for this job should contact Laura Smith at 879-0700.

FOR SALE

1983 Dodge 400, 4 cylinder, 5 speed, plush interior, excellent condition. Asking $8,500. Please contact Laura Valanzola of IDG at 875-5000, x437.

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IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 7 March 5, 1984

Mikro Starts in Finland

New to our growing international family of microcomputer publications is Mikro magazine in Finland. Mikro is a joint venture project between CW Communications and Tietoviikko Publishing Company.

Suomen ainoa mikrotietokonelehti
MIKRO
TIETOKONELEHTI
1/1983
Nyt erikoishintaan mk 17,50
Mikrotietokoneen ostajan opas
Kaikki Suomen mikrot esittelyssä
Spede sai mikrokuumeen
Voita IBM PC
8 sivun tiukka vertailutesti:
Nokian PC vastaan IBM XT

Plans for the new magazine call for eight issues during 1984 with print runs of 20,000. Mikro is distributed by bookstores, newsstands and computer stores as well as by subscription. Tietoviikko Publishing Company also publishes Tietoviikko, a weekly newspaper for the MIS community.

PC World Expo a Success

PC World Expo is one of our newest conference success stories. The first World Expo was held in early February at the Astrohall in Houston, Texas, where it drew over 15,000 people to the exhibits. 1,200 people attended conferences which were sponsored and managed by the CW Conference Management Group.

Continued on Page 4

New 80 Micro Section Premieres

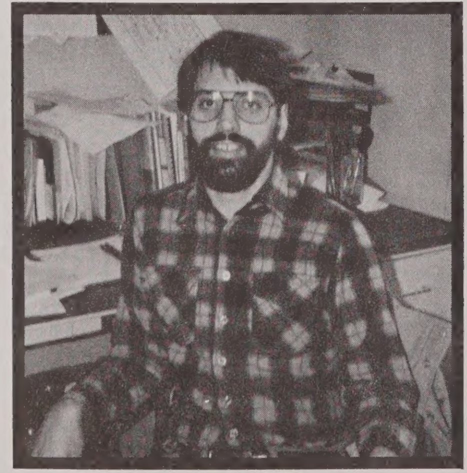
80 Micro, published by The Wayne Green Publications Group in New Hampshire, has announced that it will introduce a monthly section devoted to the new TRS-80 Model 2000 Personal Computer. The section will premiere in the May 1984 issue, and will contain an in-depth review of the highly-touted new system. The review will outline the Model 2000's capabailities, dissect its hardware, and evaluate some available software. On a monthly

Continued on Page 4

Hot CoCo

HOT CoCo , Wayne Green Publication's Group's Magazine for the Radio Shack Color Computer enthusiast, provides information that lets the CoCo user get the most out of his system. The most difficult task of HOT CoCo is pleasing all its readers - some are rank beginners, others know basic computing skills and want to learn more, and the rest are sophisticated system freaks who want to delve deeper and deeper into the inner workings of the CoCo.

HOT CoCo also evaluates commercial products, list user groups and BBS numbers, and publish a question-and-answer column that readers can send queries to.



Michael Nadeau

MICHAEL NADEAU, Editor-in-Chief, began life at Wayne Green, Inc., in April of 1981 as an Assistant Editor at 80 Micro. He quickly rose to the position of Review Editor when no one else wanted the job, and after that Senior Editor. When the decision was made to start HOT CoCo, Mike was tapped for the Managing Editor position. Now as HOT CoCo's Editor-in Chief, Mike is responsible for the editorial content of the magazine and the supervision of the editorial staff. He enjoys his work, and has a strange fondness for deadline pressure. "The later the magazine, the more I enjoy the challenge," Mike says. A New Hampshire native, Mike's favorite pasttimes are free associating and collecting Studebakers.

Janet Fiderio

Managing Editor of HOT CoCo IS JANET FIDERIO. Formerly an 80 Micro staff person, Janet jumped ship knowing that HOT CoCo was really where its at. As Managing Editor, Jan keeps the magazine schedule by coordinating

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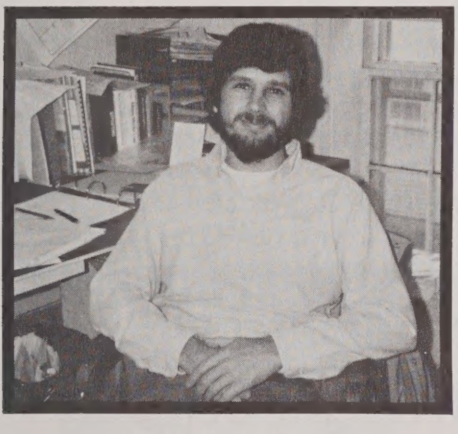
From Page 2

the editorial and production processes. It keeps her very busy. Jan lists as her hobbies; traveling, gardening, walking, electromechanical assembly, sewing, stained-glass window making, cooking Italian food, easting Italian food, upholstering furniture, and ballroom dancing. She lives deep in the woods of Nelson, New Hampshire, where she enjoys her privacy.



Peter Paplaskas

PETER PAPLASKAS joined the HOT CoCo staff in April of this year as Technical Editor. His duties include reviewing manuscripts and program submissions and technically verifying programs that are to be published in the magazine. He is responsible for answering technical questions pertaining to programs published in HOT CoCo. Peter's interests include reading, movies, motorcycles, and the TRS-80 Color Computer game, "Viet Cong."

CYNTHIA SMITH recently joined the HOT CoCo staff as Product News and Copy Editor. Prior to coming to Wayne Green, she taught high-school English and Theatre Arts and worked for several years in professional theatre. With her she brings a zeal to combat computer illiteracy, sentence fragments, and missed deadlines. Cynthia does freelance writing for several non-computer publications and says her favorite assignments are Fine Arts reviews. For outside interests, she claims being a poet and a singer, loves to cross-country ski and swim, and with her husband, continues to search for the perfect Golden Retriever.

Cynthia Smith

Mark Reynolds

MARK REYNOLDS is HOT CoCo's Review Editor, responsible for coordinating the "Review Section", which includes getting new software and hardware from the manufacturers, sending it out to the appropriate reviewer, and seeing that each review is in and edited on time. When he's not dreaming of getting a sailboat

Continued on Page 4

From Page 3

and searching for the Northwest Passage, Mark can be found in his canoe, cross-country skiing, or just rambling over the Peterborough Hills. His corporate ambitions are to be sent to Ireland, where he can indulge in his love for Irish music, and to Japan (Omoshidoi desho, neh?).

Celeste Wrenn

CELESTE WRENN, Research Assistant, joined the HOT CoCo staff in January of 1983. Celeste's job involves both administrative and research duties. Her administrative work consists of processing all the articles that come through the office and arranging for author payments. Her research duties include compiling data on all the CoCo user groups she can get her hands on, and she will soon be working on a buyer's guide as well. You might have seen Celeste's user group list in the October 1983 issue of HOT CoCo. Celeste spends all of her free time with her husband reading, watching T.V., going for long walks in the woods, and engaging in mad, passionate . . . conversation. Right now the driving force in their lives, besides training a very bad 7-month old puppy, is finding a good Chinese restaurant in New Hampshire. Oh where, oh where?

From Page 1

Expo

PC WORLD EXPOSITION™

"We are all very pleased with the turnout," said KAREN BARTNICKI, Conference Director. "There was good local representation of vendors, speakers, and attendees."

Among the more notable speakers were Richard Dalton, Editor of Whole Earth Software Catalog & Review; Rod Canion the President of Compaq Computer Corp.; and Esther Dyson the President of Rosen Research, Inc.

The next PC World Expo is scheduled for June 13-15 in Chicago.

From Page 1

80 Micro Section

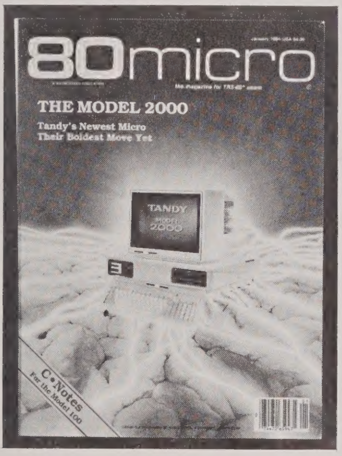
basis, the section will present informative articles, program listings, information on new products, and timely hardware and software reviews.

The TRS-80 Model 2000 Personal Computer is ecpected to compete with IBM's popular PC for a substantial share of the professional/business users' market. The machine features more internal memory (128K, which is further expandable to 768K), higher resolution graphics (utilizing up to eight of fifteen possible colors), more disk capacity (720K storage in each of two standard drives), and greater clock speed (8 MHz) than the IBM PC. And unlike IBM's system, the TRS-80 Model 2000 employs a state-of-the-art 80186 16-bit microprocessor.

Continued on Page 5

From Page 4

ERIC MALONEY, 80 Micro's Editor-in-Chief, offered the industry's first detailed examination of the TRS-80 Model 2000 in his January 1984 article, "Tandy Makes Its Move." Having accepted TAndy's invitation to a private demonstration at its headquarters in Fort Worth, Texas, Eric returned to write that "...no final judgements about the 2000 can be made until people have a chance to see, and the press has the chance to review, the machine. But if the 2000 lives up to its potential, we can expect Tandy to reestablish itself in the microcomputer marketplace over the next year or so."



People

JOHN WHITMARSH, V.P. of Computerworld Editorial, recently announced several promotions in the Computerworld Editorial Department:

RITA SHOOR has been promoted from Managing Editor to Executive Director. In her new position, Rita will move out of the day-to-day operations of the newsroom to work with the Editor on departmental administration, strategic planning, long-term manpower requirements, budgeting, recruitment and special projects.

BILL LABERIS was promoted from Senior Editor to Managing Editor. Bill will be responsible for the daily operation of the newsroom and for directing the newsgathering staff in Framingham and in CW's three domestic news bureaus.

CHERYL GELB has been promoted from News Editor to Assistand Managing Editor. Cheryl will assist the Managing Editor in the generation and coordination of news and will ensure the smooth production and shipment of news pages every day.

Also promoted is DONOVAN WHITE, from Chief Copy Editor to Special Reports Editor. In this newly-created position, Donovan will work with our Senior Editors and outside contributors to produce 10 monthly Special Reports on a variety of technical topics of interest to CW readers.

Congratulations all on your promotions!

Congratulations to BETSY MORSE on her recent promotion from Copy Editor to the position of Assistant Editor/Features at CWCI.

Betsy joined Computerworld in May of 1981 as a copy editor. Initially, she was primarily responsible for editing the OP ED section of the paper. For the last 18 months, her main area of concentration has been editing the Special Reports.

Good luck in your new position, Betsy!

New employees

Welcome to RUSS GERCHES, new member of CWCI's Northern Regional Sales Office.

Russ comes to us with a particularly strong background in the field of advertising space sales. For the past five years he has been a regional manager for Production Magazine, a leading publication serving the metalworking market. Russ also served four years as a sales representative for Fairchild's Electronic News -- experience which will be most beneficial as he joins Computerworld.

Welcome to PAUL KORZENIOWSKI, new Staff Writer at Computerworld. Since February, 1983, Paul has been an assistant editor with Digital Retailing magazine, based in Waltham. His duties there included writing product announcements, feature articles about trends in the micro industry, and coverage of Comdex and the National Computer Conference.

Prior to this, Paul was a documentation specialist with Commercial Union Insurance Company and spent one year with Shawmut Banks of Boston where he edited an internal newsletter. From August 1978 to June 1980, Paul was an Associate District Executive for the Boy Scouts of America.

Paul received his M.S. in journalism from Boston University in 1982, and a B.A. with concentration in communications and classics from Notre Dame in 1978.

New to LINK Resources is MARK WINTHER, who has joined LINK's professional research staff to work as an Analyst in the New Communications Marketss and New Electronic Media programs. Mark comes to us from QV Publishing, a research and publishing company with a focus on cable TV. AT QV, he edited newsletters (Cablemoney Opportunites, Addressability Update) as well as a series of market research and technology reports called Cablequipment Reports. His main areas of interest involve cable TV technology, non-entertainment cable TV services and telephony evolutions.

Also new to LINK's professional staff is JONATHON SHEER, EIP Research Analyst. He joins LINK from Citibank, where he was manager of Electronic Information Marketing. Jonathon has recently conceptualized and developed a new information service called Citicorp Economic Reports, distributed on Reuters and Quotron. Jonathon's main areas of interest involve timesharing, personal computing, and databases.

Welcome to JAMES BARBAGALLO, a new Staff Writer in the Computerworld Editorial Department.

Jim brings four years of professional reporting experience to his new position. As a City Hall reporter for the Andover, Mass.-based Lawrence Eagle-Tribune, Jim has been writing breaking news stories with the most recent emphasis on reporting activities of city hall, district court, and police stations on a daily newspaper with a circulation of 55,000.

Continued on Page 7

From Page 6

Jim has a Bachelor's Degree in English from Merrimack College, and his special interests are writing fiction, poetry, and photography.

Welcome to EDWARD WARNER, new Staff Writer for Computerworld Editorial. Since 1982, Ed has been the editor of "ThroughPut," a newsletter for the Michigan Association of Governmental Computer Users. He originated the concept for the publication, and was responsible for all editorial content and facets of production. In conjunction with this work, he has been a journalism instructor and newspaper advisor at Lansing Community College since 1980. Prior to that, Ed was a staff writer with the weekly Livingston County Press where his specific area of coverage was county government and school.

Anniversaries

One-Year Anniversaries

Barbara Borgel, IFW
Marjorie Clark, IDC
Jeff Dziama, IDC
Robert Frost, IDC
Kathrine Haffner, CWCI
Richard Hengehold, IFW
Katrina Lee, CWCI
Lucy Sheehan, IDC
Kristie Van Valkenburgh, CWCI
David Vellante, IDC

Two-Year Anniversaries

Judy Baron, IDC
Fred Losapio, CWCI
Mary Ann McAuley, CWCI

Three-Year Anniversaries

Robert Batt, CWCI
Margaret McIndoe, CWCI

Four-Year Anniversary

John Dix, CWCI

Five-Year Anniversary

Ann Baker, IDG

Six-Year Anniversary

Tom Monahan, CWCI

Seven-Year Anniversary

Diane Testa, IDC

Nine-Year Anniversary

Lee Vidmer, CWCI

Fifteen-Year Anniversary

Mary Trayte, IDC
Peggy Kelly, CWCI

15th Anniversaries

Congratulations to PEGGY KELLY and MARY TRAYTE on their 15th anniversaries. Peggy works on Special Services with CW Communications' Circulation Department, and Mary is Circulation Manager of International Data Corporations' Publications Division.

Both Peggy and Mary joined us just about the same time in 1969, when our office was located on Austin Street in Newtonville. "I remember that I was in the basement office with MARGARET PHELAN and Peggy Kelly," said Mary in a recent interview with the IDG Update.

Continued on Page 8

From Page 7

Mary Trayte

Mary, a native of Bromley, Kent, England, arrived in the United States in 1959. "I have never been sorry I came," she said when asked about coming here. Mary has performed in repertory theater, "purely as a hobby," and has even sung at several weddings. She also enjoyed horse-back riding -- "I don't do that now."

Last year Peggy, who now lives in Framingham, finally had a chance to visit with CWCI's fulfillment bureau in Chicago. "I really enjoyed meeting the people (at Crain Communications), and I have enjoyed every job I have had here at CW."

Peggy Kelly

Peggy and Mary, congratulations to both of you on your anniversaries!

Classified

ADVERTISING BILLING COORDINATOR

CWCI has an opening for an Advertising Billing Coordinator. This person will be responsible for coordinating the advertising billing for CWCI's weekly publication Computerworld and bi-weekly publication Micro MarketWorld. Duties will include auditing invoices, maintaining advertising reports, and closing weekly billing cycles. This position will report directly to the advertising billing supervisor. Qualified candidates must be well organized and detail oriented. No experience is necessary as training will be provided. To apply, please contact Elaine Carlos or Derek Hulitzky of CWCI at (617) 879-0700.

REPORTER

InfoWorld has an opening for a Reporter in its Framingham office to report and write three or four weekly news and news-feature stories on microcomputer applications companies and products. Qualified candidates should have 1-2 years' experience at a daily or weekly newspaper, perferably with a journalism degree. Familiarity with microcomputers is helpful, but not necessary. You must be able to work independently and with little supervision from our California headquarters. To apply, please contact Stewart Alsop of InfoWorld in Menlo Park, CA, at (415) 328-4602.

FOR SALE

1982 Camaro. 4 cylinder, automatic transmission, AM-FM stereo cassette. Excellent condition. 54,000 miles. $5,900 or best offer. Please call Linda Weiner of IDC at (617) 872-8200, x307.

IDG UPDATE

Publisher: Bill Sell, IDG International Operations Coordinator
Production Assistance: Carol Famosi, Jo-Ann O'Mara, Vickie Bagley, Ann Baker
Distribution: John Rudsit
Typesetting: Carol Polack, Kim Adams, CWCI Typesetting Department
Design Consultant: Tom Monahan, CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 6 February 27, 1984

Two Canadian Pubs Launched

CW Communications/Inc. has announced two new magazines designed specifically to serve the Canadian computer industry.

Computerworld/Canada, a biweekly tabloid newspaper scheduled to debut in April, will be targeted toward the Canadian EDP professional. Computerworld/ Canada will report on Canadian EDP news and feature new products, software applications, market trends, and opportunities.

PC World/Canada, a monthly magazine which will premiere in the second quarter of 1984, will be directed to users of IBM and IBM compatible personal computers.

Computerworld/Canada and PC World/Canada are being published in Canada by Rattray Publications, Ltd., a Canadian publishing company in association with CWCI. The President of Rattray Publications is ALLAN WHEELER.

Rattray offices are located at 101 Queensway West, Suite 140, Mississauga, Ontario L5B 2P7, Canada. Phone: (416) 848-5570.

73 Covers Space Hams

The March, 1984 issue of Wayne Green Publishing Group's 73 magazine (73: Amateur Radio's Technical Journal) will be devoted to coverage of the historic ninth mission of the Space Shuttle, in which an astronaut/ham radio operator received NASA's permission to operate from space for the first time.

73

Amateur Radio's Technical Journal

Space Shuttle Special!
23 reports

No No-Code Now

The Blue Team

On Shore At Malpelo
Page 110

Vic Clark: "A Great Loss"

Wet Batteries

Dayton's New Award

CB to Shuttle?

Malpelo—110

In Search of the Shuttle: Fun, Frustration, Fatigue

Switch Tricks

LEDs You've Never Seen

Take the Two-Tone Challenge

Build the NASA Beeper

Sky Power

Wet Battery Quiz

Another Antenna Approach

Searching—40

Dr. Owen Garriott (callsign W5LFL), on his second shuttle mission, verified ham radio's effectiveness in acting as the

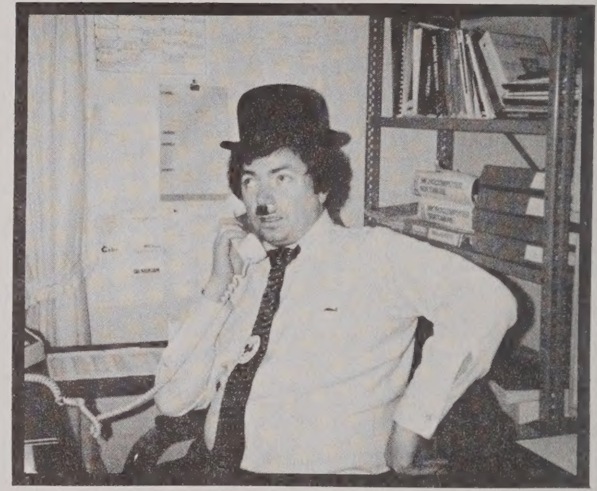
Continued on Page 5

Spotlight

jr

jr is the newest member of the Wayne Green stable of system-specific computer magazines. The publication is designed to serve owners and users of IBM's new home computer, the IBM PCjr. In the belief that many owners of Junior will be making their way into the computng field for the first time, the editors of jr are stressing a plain-language, practical-applications approach that will make computing comprehensible, useful, and enjoyable. The staff is anxious to start reaching as many of those 220 million people in America IBM claims have not yet become involved in computing and are thus prime candidates for Junior.

DANIEL SULLIVAN, Editor-in-Chief of jr, is the former editor of Desktop Computing magazine. A 1968 graduate of Williams College, he holds a M.A. from the National University of Ireland, and has worked as a reporter and editor in Ireland and the U.S. for a number of national newspapers, book publishing houses, and magazine publishers. Dan hates running and exercise programs, enjoys hiking, dabbles in cooking, and is a passionate devotee of the noble sport of horse playing.



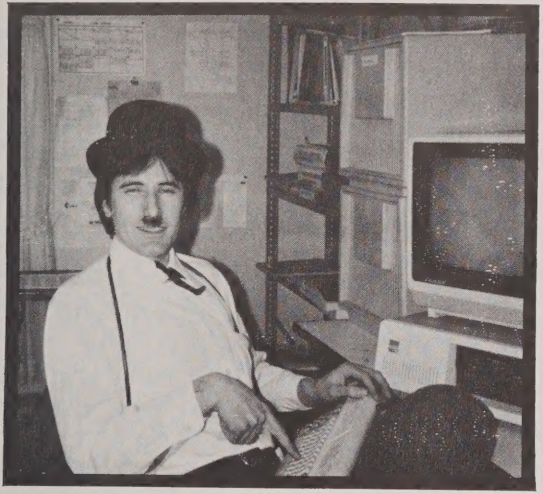
Daniel Sullivan

KEN SHELDON, jr's News Editor, began his writing and illustrating career at a very early age. His first book, an organic gardening manual entitled "How to Grow K-rits" received critical acclaim in spite of its limited circulation (one copy, now owned by his mother). More recently, Ken has been published in Desktop Computing (the demise of which he refused to accept responsibility for) and Cat Fancy (thanks to a year-old hurricane disguised as a cat named Wee Muckle). The forces which have most influenced his writing style include Bill Cosby, Charles Shiltz, the Dick Van Dyke Show and Dostoevski. Ken lives in a pumpkin shell in

Continued on Page 3

From Page 2

Jaffrey, New Hampshire, with his beautiful wife Deborah and several pair of mismatched socks.



Ken Sheldon

Pat Graham

PATRICIA GRAHAM, known as Alice to the IRS, is the Review Editor for jr. Having worked for a number of the Wayne Green magazines before coming to jr, Pat probably knows more about what's going on in the company than anyone else. It is rumored that Pat, sitting in her "hotspot" office off the Willows kitchen, can give you a report on what is happening at any meeting in the building while it is still in progress. She was voted Ms. Database of 1983 for her work compiling buyer's guides at Desktop Computing during which she logged over five million data records on a variety of computer products. Pat loves to cook, hates the winter, and lives with her good-looking husband in a log cabin.

MIKE THOMPSON, Managing Editor of jr, is the nagging conscience for the rest of the staff ("That has to be in typesetting by Tuesday..."). When Mike isn't nagging, he bores the staff with his bizarre dreams. Mike's favorite pastimes include looking for apartments (he has moved 11 times since 1980), volleyball, cross-country skiing, racquetball, and tennis.

Mike Thompson

EILEEN TERRILL prepared for her job as Senior Editor at jr with degrees in biology and psychology at Williams College and Wesleyan University. Well equipped for the coming psychological fallout that the microcomputer revolution will inevitable bring, she is a

Continued on Page 4

From Page 3

licensed psychiatric social worker. She has authored a number of scientific papers, including "The Psychopathy of the CPU" and "Word Processing While You Sleep." Eileen enjoys trashy novels and playing the mellow tunes of the 1940's on the piano.

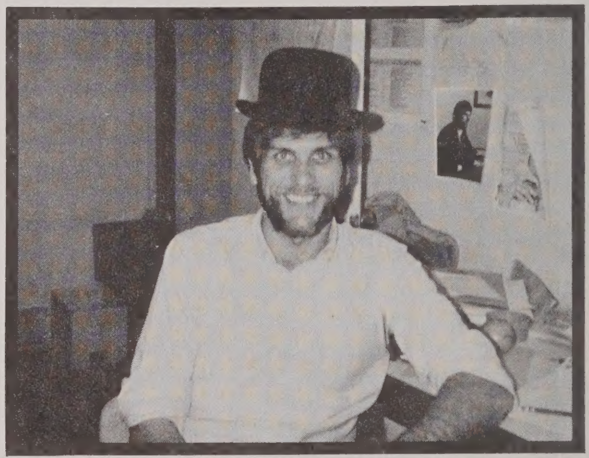
Eileen Terrill

Amee Eisenberg

AMEE EISENBERG, Technical Editor of jr, has moved from 80 Micro's technical staff to become jr's Technical Editor. "Growing a moustache," she says, "has been the hardest part of the transition."

"I found my job in the wastebasket," claims PAUL STATT, the New Products Editor at jr magazine. "It's true. There are probably good jobs going up in smoke every day. Lots of people don't bother to read the news they use to start their fires. But when I saw that Wayne Green was going to publish a monthly for users of the IBM PCjr, well, my eyes sure lit up."

"I'm burning to get started," added Paul, who is spending most of his spare time at the woodstove this winter waiting for spring when he can break out his bicycle and rummaging through the junk mail at the jr offices.



Paul Statt

jr®

For IBM's Home Computer

From Page 1

Space Hams

ultimate in backup communications systems. On prior missions the aerospace administration feared that such communications would interfere with the electronics of the spacecraft, and with the astronaut's primary responsibilities. Garriott succeeded in laying those fears to rest and, in post-mission remarks at the Johnson Space Center in Houston, remarked, "We accomplished everything we set out to do."

Amateur Radio's Technical Journal

73's "In Search of the Shuttle: A Ham in Space," recounts the efforts of twenty-one American ham operators, located from Maine to Hawaii, who were specifically recruited by the magazine on the basis of geographic location to communicate with the shuttle during its mission. The geographically distributed network of operator/reporters, the first such network ever established by an amateur radio journal, was the brain-child of 73's executive editor, JACK BURNETT.

Both NASA and the ARRL (American Radio Relay League) cooperated in supplying information to Burnett. Since Garriott was only permitted to operate in his spare time, and since the orbital patterns of the shuttle would take it over different areas of the country at different times, the cooperation of NASA and the ARRL was crucial to the success of the project.

Garriott estimates that of the more than 100,000 operators who attempted to make contact, he heard three-hundred operators. Due to the tenacity of the operators' combined efforts and the organizational skills of the 73 staff, it is believed that several 73 reporters succeeded in getting through. Verification will be made after Garriott completes a review of the tape recordings he made onboard which document the contacts.

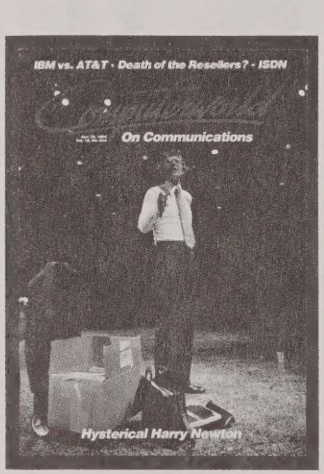
"In Search of the Shuttle: A Ham in Space" presents the individual diaries of each of the twenty-one reporters, as well as their reflections on their experiences. The accounts make for fascinating reading since the ages, geographical circumstances, weather-related conditions, and personal obligations of the participants varied widely. As a result of the geographical distribution of the reporters attempting contact with the shuttle, the project has been praised as having enhanced the scientific knowledge of radio communications.

73 T.M.

CW on Comm Goes Monthly

LEE VIDMER, CWCI Senior Vice-President/Operations recently announced that CW will begin monthly publication in May, 1984. On Communications has been published as a special publication since mid 1983.

Computerworld On Communications will continue to cover communications trends, product evaluations, technical feature articles, and will add a news analysis report in June. The physical format will remain "tabazine" style. It will continue to be treated as a supplemental edition to Computerworld serving all 123,000 paid subscribers. Plans call for adding some controlled circulation, primarily communications professionals identified as non-subscribers to Computerworld.



On Communications will provide vendors and service companies an excellent opportunity to reach management personnel with decision-making responsibilities.

New employees

Welcome to LINDA WEINER who recently joined the IDC Data Processing staff as a Progeammer/Analyst in support of IDC's Computer Installation Database. Her previous position was with Programs and Analysis where she worked for 2-1/2 years in charge of a doctor's billing system. She lives in Plainville and she enjoys all sports, especially playing softball. Linda says "I'm single and available."

Welcome aboard to SHELLEY BAKST, Senior Market Research Analyst in IDC's Electronic Office Research Program.

Welcome to OLGA GREENWOOD, new switchboard operator at CW Communications in Framingham. Good luck in your busy position, Olga!

Anniversaries

One-Year Anniversaries

Eric Bender, CWCI
Dan Boneh, CWCI
Jean Broderick, CWCI
Joan Cassidy, CWCI
Donna Fowler, CWCI
Claudia Steenberg-Majewski, IFW

Three-Year Anniversaries

Elsie Mercury, CWCI
Lauren Katz-Tinsley, IFW

Continued on Page 7

From Page 6

Four-Year Anniversaries

Delia Daniels, IFW
Bruce Hoard, CWCI
Pina Pozzi, IDG
Donovan White, CW

Five-Year Anniversaries

Tom Pfau, CWCI

Etcetera

Please note the new Asia Computerworld offices now in operation:

11-08/11-10 Goldhill Plaza
Newton Road
Singapore 1130
Telephone: 250.4444
Telex: RS37003 COMWOR

2023 Swire House
9 Connaught Road Central
Hong Kong
Telephone: 5.213395
Telex: HX72827 COMWR

IDC
FRANCE

Effective March 1, 1984, please note that IDC France moves to a new office. Their new address will be:

IDC FRANCE
12 Avenue George V
75008 Paris
FRANCE

Classified

EXECUTIVE SALES

LINK Resources needs an aggressive salesperson to sell research services to executives. They analyze new electronic media markets, some of the hottest growth industries of the 1980's. Knowledge of CATV, videotex, computers, telecommunications, home video, electronic publishing a big plus. Experience selling intangible services important. Base salary plus incentive to provide excellent earnings. Send resume to Delphia Hunter-White, Link Resources, 215 Park Ave., New York, NY 10003.

SENIOR EDITOR

Computerworld has an opening in its busy Editorial Department for a Senior Editor. As a senior member of the editorial staff, you will be responsible for producing enough editorial material each week to fill the computer industry section in the newspaper. You will also write industry-related news stories for the front section of the publication. You will be the primary source of expertise regarding the computer industry. Therefore, you should have broad knowledge of the major hardware, software and telecommunications vendors within that industry. You should also be able to spot trends within the computer industry that relate to the concerns of the corporate MIS executives in user environments who are the primary target readers of Computerworld. Frequent interaction with high-level industry executives, data processing professionals and other sources will be required to produce fast-breaking, well researched stories under the pressure of weekly deadlines. Some travel is required. To qualify, you should have demonstrated professional writing and editing skills. Equally important you should have demonstrated extensive business-related writing within the computer industry and have developed contacts at all levels within vendor firms. To apply, send resume and writing samples to Rita Shoor, CWCI, 375 Cochituate Rd., Box 880, Framingham, MA 01701.

REPORTER (EAST COAST)

InfoWorld needs a person to report and write news stories and features on microcomputer applications and products. We are looking for someone with one or two years experience at a daily or weekly newspaper and with a journalism degree. Familiarity with microcomputers would be a bonus. Position is based in their East Coast bureau in Framingham, MA. Contact Stewart Alsop, 1060 Marsh Rd., Suite C-200, Menlo Park, CA 94025. (415) 328-4602.

ASSOCIATE EDITOR

InfoWorld is looking for a person to rewrite and edit news stories, news features, and product reviews on short deadlines. We are looking for someone with experience in news editing and with some familiarity with current events and issues in the field of microcomputers. Contact Stewart Alsop, InfoWorld, 1060 Marsh Rd, Suite C-200, Menlo Park, CA 94025. (415) 328-4602.

Continued on Page 8

From Page 7

Senior Writer

CWCI has an opening for a Senior Writer, reporting to the editor. This individual will be responsible for the composition of at least two major articles for each issue. This includes the generation and development of ideas followed by the research necessary for completion of the articles. The individual selected will also be responsible for assisting with the editing of copy, and contributing pieces of shorter length to other departments within the company. Travel to conduct interviews and to attend major trade shows is a further requirement. To be considered, the candidate must have a Bachelors degree and at least years of professional journalism experience or one year of writing about computer communications technology. Qualified canditates please submit a resume along with a writing sample to: Bruce Hoard, Editor; Computerworld on Communications; 375 Cochituate Rd.; Box 880; Framingham, MA 01701.

Senior Level Copy Editor

Computerworld is searching for a new member of its growing staff. You will assist in editing and rewriting full-length manuscripts, which will involve some contact with authors. As the Senior Copy Editor, you will be resposible for all charts and graphics to accompany manuscripts, and you will assist the managing editor in page layout. You will edit copy for consistency, grammar and style, fit copy to pages, output copy, read page proofs and work with an electronic, CRT-based editing system. To qualify, you should have at least one year of copy editing experience. A sharp eye for detail and the ability to work under deadline pressure is required. An excellent grasp of spelling and English grammar is a must. Experience on an electronic editing system is preferred, but not essential. Knowledge of the communications industry is a plus, but not necessary. Please send resume and a one-page sample of expository writing to: Patti Hartigan/ Managing Editor, Computerworld on Communications, 375 Cochituate Rd., Box 880, Framingham, MA 01701.

IDG UPDATE

Publisher: Bill Sell, IDG International Operations Coordinator

Production Assistance: Carol Famosi
Jo-Ann O'Mara
Vickie Bagley
Ann Baker

Distribution: John Rudsit

Typesetting: Carol Polack, Kim Adams
CWCI Typesetting Department

Design Consultant: Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox, address: IDG. B/Sell.

COPYWRITER

CWCI is looking for someone with 3-5 years of copy experience to work in the in-house ad agency producing a variety of collateral materials for our computer publications. In this position you will be working on everything from rate cards to mailers to fliers to ads in order to promote ad sales in our publications; you will be directly involved with our in-house clients to gather the information you need and to present your work; and you will also be working with both in-house artists and freelancers to oversee the proper execution of your ideas. Qualified candidates must have 3-5 year's experience, preferably including work on computer or business publication accounts; must be able to work quickly and be comfortable with detail; and possess clear, informative, and interesting writing. To apply, send your resume or detailed letter along with a sample of your work to Liz Johnson, CWCI, 375 Cochituate Road, Framingham, MA 01701.

CIRCULATION MARKETING MANAGER

InfoWorld seeks aggressive, experienced circulation marketing manager, reporting directly to Publisher. Working closely with the parent company's in-house services, this position requires knowledge of direct main and other source acquisition, list and rate-base management. Our goals are aggressive and we need the best strategist we can find. If you feel you qualify, please send work and salary history in confidence to InfoWorld, 1060 Marsh Road, Suite C-200, Menlo Park, CA 94025.

STAFF WRITER

CWCI's Editorial Department has an opening for a Staff Writer responsible for the development, research, and writing of at least one major article for each monthly issue. This person will also be called upon to contribute shorter pieces for use in other departments. In addition, there will be some copy editing involved, as well as travel to major trade shows and interviews. To be considered, at least two years of professional journalism experience is required along with a strong desire to learn the computer communications industry. Qualified candidates, please submit a resume along with writing sample to Bruce Hoard, CWCI, 375 Cochituate Road, Framingham, MA 01701.

FOR SALE

1974 GMC Work Van. Red, rack on top. 89,000 miles. Asking $500. Call Anne-Hadley of CWCI at (617) 879-0700, x386.

WISHING TO STUDY IN U.S.

Two dutch girls, aged 18, would like to spend one year in a high school in the U.S. They are looking for two American families to live with during that period, preferably with girls of the same age. Kiki, daughter of IDC Benelux Managing Director Hubert Van Onna, and her friend Margreth, look forward to your messages.
Kiki Van Onna, Hoekweid g, 1831 BP, Koedyk, Netherlands.

INTERNATIONAL DATA GROUP, INC. ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTER SWEDEN ■ COMPUTERWORLD ARGENTINA ■ COMPUTERWORLD NORGE ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC. ■ IDC ASIA/HONG KONG ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD ITALIA ■ COMPUTERWORLD JAPAN ■ IDC ITALIA ■ IDC JAPAN ■ CW PUBLIKATIONEN GMBH/GERMANY ■ COMPUTERWORLD NEDERLAND ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK

IDG UPDATE

■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 5 February 20, 1984

GOLDEN Debuts in France

GOLDEN, CWCI's first machine-specific magazine in France, was launched recently with much fan fare. According to BEATRICE COUPERIE of IDG France, the launch was covered by French national television and radio. GOLDEN was also announced in a major newspaper advertising campaign.

GOLDEN, designed for business and professional users of Apple and Apple-compatible computers, has an initial circulation of 3-8,000 copies. Distribution is by subscription, as well as by newsstands and computer stores. The magazine's first issue was 100 pages strong with 40% advertisements.

GOLDEN is published by Micro Presse, a subsidiary of IDG France, S.A. IDG France also publishes Le Monde Informatique, our weekly newspaper for the French computer community.

Publisher of GOLDEN is AXEL LEBLOIS, General Manager of IDG France. Axel joined us in June, 1983 from Russell Reynolds Associates (Paris) where he was a Vice president.

Editor-in-Chief of GOLDEN is JEAN PELLANDINI, who has been specializing in data processing for the past 25 years. He was a scientific editor for Le Figaro, and scientific editor for Les Echos. He joined IDG France/Micro Presse in October of 1983.

MENSUEL N° 2
FÉVRIER 1984
GOLDEN
Le Magazine des Utilisateurs d'Ordinateurs Personnels APPLE et Compatibles
MACINTOSH DÉVOILÉ
PARLEZ LOGO
"CATALYST":
TOUS VOS LOGICIELS SUR DISQUE

JEAN-LOUIS REDON, Editor of GOLDEN, joined IDG France/Micro Presse in June, 1983. Jean Louis was the marketing manager of the "Nouvel Economiste" (the French Business Week), and was

Continued on Page 3

Spotlight

Communication Networks Breaks All Records

IDG Chairman PATRICK MCGOVERN and RICHARD WILEY of Kirkland & Ellis Attorneys (both center, holding scissors) cut the ribbon -- officially opening the Sixth Annual Communication Networks show. This year the show was held at the Washington, D.C. Convention Center.

More than 8,000 people attended the sixth annual Communication Networks Conference and Exposition, held in Washington, D.C., January 30th to February 2nd, according to BILL LEITCH, President of CW's Conference Management Group.

"The '84 total appears to be more than double the audited CN '83 figure as attendees participated in a wide range of courses concerning network technologies, microcomputers, and AT&T deregulation and divestiture, among others," said Bill.

Continued on Page 3

From Page 2

The success of Communication Networks '84 was further demonstrated by the exhibitor sign-up for CN '85, to be held in the Washington, D.C. Convention Center, January 29-31, 1985. "We had already rebooked 510 booths for the '85 show before the '84 conference was ended. At this rate of exhibitor sign-up, we are headed for an early sell-out," said Bill.

COMMUNICATION NETWORKS

Communication Network is fast becoming the trade show and conference for the communications industry. With over 510 booths already booked for next year's show, CN '85 could very easily be a sell-out. Above, CW/CMG President BILL LEITCH shows off the CN Theme Area. The area was set up on the center of the show floor, decorated with flags from all 50 U.S. states.

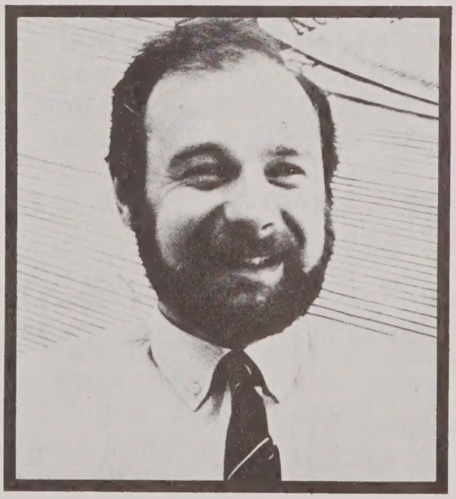
1984
COMMUNICATION
NETWORKS
Conference & Exposition
Washington, D.C. · January 31–February 2, 1984

Over 8,000 people attended the three-day exhibition and conference. The break-up of AT&T has spurred major interest in the communications industry.

From Page 1

GOLDEN

the General Manager of the major French publisher of books and magazines dedicated to photography.



Jean-Louis Redon

Continued on Page 4

From Page 3

CLAUDE BRIL, has been the Advertising Sales Manager of Temps Reel for several years. He joined us in September, 1983.

Claude Bril

Senior Editor of GOLDEN is BERNARD NEUMEISTER, who has been Editor of Micro Systemes for the last two years.

HERMA KERURAN is the Production Manager of GOLDEN. Herma spent 3 years in the US working at Springer Verlag Inc., a scientific publishing group. She was responsible for the production of five scientific magazines, including World Journal of Esthetic Surgery and Immunogenetics. Herma was also involved in the launch of the French and German Playgirl magazine editions. She also worked free-lancing for Time, Inc. Herma joined IDG France/Micro Presse in October, 1983.

GOLDEN's general offices are located at:

185, avenue Charles de Gaulle
92521 Neuilly-sur-Seine Cedex
France

Telephone: 747 12 72
Telex: 613 234F

GOLDEN

People

STEWART ALSOP recently announced that JIM BARTIMO has joined the InfoWorld staff as a Senior Writer. Jim has been at Computerworld for two years, most recently as Senior Editor of Communications & Office Automation. He graduated from Boston University with a BS in Journalism. He will work out of the Boston bureau until he moves out to California in late February.

LISA BURKE, CWCI Mailroom Supervisor in Framingham, was a featured speaker at a recent Mail Management Institute Seminar. Lisa, along with three other speakers, talked about a variety of subjects mailroom managers must deal with on a daily basis. Congratulations on your speaking engagement, Lisa!

New employees

Welcome to JEAN KANE who has joined IDC's Corporate Marketing staff in the position of Marketing Communications Specialist. Jean will be IDC's chief copywriter for all marketing related materials including product and conference brochures, direct mail letters/brochures, press releases, and a variety of other promotional pieces.

Jean comes to IDC from Conference Management Corporation, a Connecticut-based company

Continued on Page 5

From Page 4

which manages and markets conferences and trade shows for many industries nationwide. At CMC, Jean was responsible for concept design, copy writing, production, and implementation of direct marketing programs to promote their shows and seminars. Prior to CMC, Jean was employed by the Springfield, MA school system where she taught fifth and sixth graders in Reading and Language Arts.

Welcome to TRICIA MORSKA, Account Executive - Mid-Atlantic District with IDC.

In this position Tricia's responsibilities will include the sale of IDC products in the Mid-Atlantic District, as well as servicing the existing client base. Tricia will be located in our new IDC sales office in Paramus, New Jersey.

Most recently, Tricia was responsible for regional sales of MIS week. She was accountable for new customer development and servicing major customers. Prior to Fairchild Publications, Tricia was an Advertising Executive for the London Daily Express, a national daily newspaper, and a coordinator for Spencer Marketing, a consumer market research firm in London. Tricia received her Certificate of Education at Bishop Grosseteste College, England.

Welcome to JACKIE PERDUE, Marketing Coordinator in IDC's Corporate Marketing Department. Jackie will be responsible for developing and maintaining IDC's prospect lists and enhancing the utility for direct mail promotions. In this function she will work closely with program managers and the sales staff in an effort to increase their awareness of IDC products and services through ongoing mailings. Jackie is a recent graduate of Stonehill College where she majored in marketing with a minor concentration in computer information systems. Prior to IDC, Jackie worked in marketing at Technogenics, Inc., and in computer processing and analysis work for Hastings-Tapley Insurance Agency.

Welcome to PEGGY WATT, a new Reporter with the InfoWorld office in Menlo Park. Peggy has five years experience in political and general assignment reporting for daily and weekly newspapers in Washington state, and will be applying her reporting experience to computers for the first time.

BARBARA BORGEL is the new InfoWorld Editorial Secretary. Barbara has worked for InfoWorld in various capacities for the last year, most recently as Review Coordinator in the editorial group.

Also new to InfoWorld is JACKIE RAE who will join the staff as Senior Editor-Applications. Jackie has been working for Personal Computing as an Associate Editor. She was Editor of The Portable Companion for Osborne Computer Corp. and graduated from San Jose State University with a BA in Journalism.

Continued on Page 6

From Page 5

Welcome to CELESTE HARMON, new Administration Secretary in CWCI's Circulation Department. As Administration Secretary, Celeste will be working closely with the Circulation Manager, and the Fulfillment Manager. Prior to joining Circulation, Celeste was employed at Sun Life of Canada in Wellesley in their Public Relations Department.

Welcome to two new IDC Data Processing employees:

JUDY MCAFEE joins us having proven she can perform under stress. Judy was lead operator at the company which entered much of our Enterprise File survey data. Prior to joining IDC, Judy worked all Thanksgiving holiday to complete entry of the Peripherals/Terminals Computerworld Buyers Guide. Judy lives in Framingham with her husband and two daughters.

KATE WHITTEMORE will provide programming and system support to IDC's Administrative Services. Kate's initial assignment involves migrating these applications from our Data General computer onto our online IPL mainframe. Katy holds degrees from Mount Holyoke and Framingham State Colleges and is an experienced interactive applications programmer. Kate has also taught programming to elementary school students. Kate also lives in Framingham with her husband, Bob, and two daughters.

Welcome to ROBERT J. DUNN who has been appointed Associate Editor, Special Projects, for InfoWorld. Bob will be responsible generally for implementing and supervising projects that leverage our investment in creating the magazine's editorial content, including our biannual Report Card, our reprint program, our new special advertising supplements, and other projects.

Bob worked for Hudson Publishing Company for 15 years, first as editor of the magazine now called Home, then for the book division, and then as publisher of special publications.

Anniversaries

One-Year Anniversaries

Tony Brown, CWCI
Tim Caffrey, IDC
Susan Carlson, CWCI
Dee Clark, IDC
Tracey Hamed, IDC
Corrine Kody, IDC
Cindi Lanciloti, IDC
Carl Marchi, CWCI
Paula McCarthy, CWCI
Jo-Ann O'Mara, IDG
Gale Paterno, CWCI
Elizabeth Raleigh, CWCI
Glenn Rifkin, CWCI
Molly Windsor-McLeod, PCW
Beverly Wolff, CWCI
Gypsy Zaboroski, IFW
Charlotte Ziems, CWCI
Laura Zuroff, CWCI

Two-Year Anniversaries

Debra Ann Boisvert, CWCI
Pat Donovan, IDC
Allison Ix, CWCI
Nancy Rubin, CWCI
Linda Wylie, CWCI

Continued on Page 7

From Page 6

Three-Year Anniversaries

Karen Bartnicki, CWCI
Joanne Boiardi, CWCI
Patricia Sinervo, IFW
Jonna Yager, CWCI
Amy Zelemyer, CWCI

Four-Year Anniversaries

John Achilla, CWCI
Kim Adams, CWCI
Rory O'Connor, IFW
Donna Vautour, IDC

Five-Year Anniversaries

Alice Coronella, CWCI
Nadine Fisher, CWCI

Seven-Year Anniversary

Susan Slater, IDC

Nine-Year Anniversaries

Marion Kibbee, CWCI
Carmela Priante, CWCI
Rich Priante, CWCI

Eleven-Year Anniversary

Lois Green, IDC

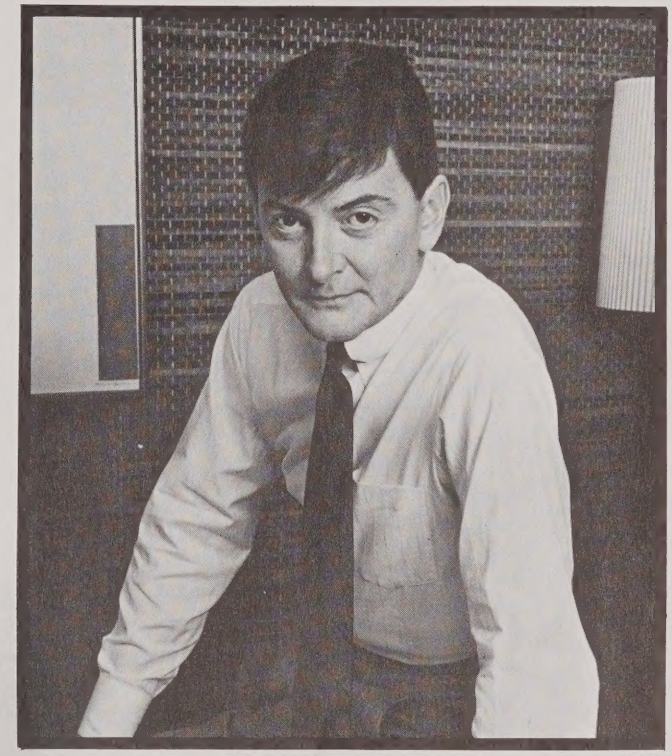
Sixteen-Year Anniversaries

Walter Boyd, CWCI
Hank Fling, CWCI

Anniversary

WALTER BOYD, President of CW Communications/Inc., recently celebrated his sixteenth anniversary with us.

Walter joined Computerworld in 1968 as Managing Editor. During the next several years he assumed control for the circulation and production departments, and in 1971 was named Executive Vice President of Computerworld. In May, 1975 Walter became President and Chief Operating Officer of CW Communications.



Walter Boyd

A graduate from the University of Chicago with degrees in English and Music, Walter is a native of Madison, Wisconsin. His first media job was with a broadcast/publishing firm in Chicago. Walter hoped to work on their FM radio station, but was offered a position on the staff of Chicago Magazine. "That's how I ended up in publishing," remarked Walter during a recent interview with the IDG Update.

Computerworld and CW Communications/Inc. have grown steadily

Continued on Page 8

From Page 7

during the past decade and a half. When asked about his greatest achievement during these years, Walter said that it is "The large number of qualified and dedicated managers we have brought along allowing us to grow as we have. Our international operations started in the early 1970s with a joint venture in Japan, and these groups have all played a major role in our growth." Internationally, Walter has seen CWCI start publications in over twenty countries.

"Probably the greatest challange has been maintaining 40% growth," said Walter. "The key to our continued success will be to create new specific services internationally. Not all of our products develop out of the United States; as the international units mature they will export ideas to our other operations. Australia, for example, developed our first Buyer's Guide. Today we have plans for Buyer's Guides in several countries. CW Communications worldwide is a unique company -- one product idea gets more mileage with us than any other computer publishing company anywhere."

In addition to publishing, Walter is very interested in direct mail. He is a former President of the New England Direct Marketing Association and is a recipient of the club's "Marketing Man of the Year Award." Walter is also active in the ABC, BPA and has served on the board of the American Business Press.

Congratulations on your anniversary, Walter!

IDG UPDATE

Publisher: Bill Sell, IDG International Operations Coordinator
Production Assistance: Carol Famosi
Jo-Ann O'Mara
Ann Baker
Distribution: John Rudsit
Typesetting: Carol Polack, Kim Adams
CWCI Typesetting Department
Design Consultant: Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM. OnTyme mailbox address: IDG. B/Sell.

Classified

PUBLICATIONS PERSONNEL

Wayne Green Enterprises, Inc. is building its publications division and has openings in Peterborough, New Hampshire for experienced personnel. Positions are available for advertising and sales personnel with magazine sales experience; circulation manager; technical editor (audio magazine); art director; and production manager.

Other new positions are for an assistant editory with at least one year's experience with a professional publication (audio magazine); typesetting manager; proofreaders; and paste-up artists. Wayne Green operates in a non-smoking environment. Qualified applicants should send a resume or letter of interest to Jane Peirce, Wayne Green Enterprises, WGE Building, Rt. 202 North, Peterborough, NH 03458. Telephone (603) 929-7649.

FOR SALE

1982 Datsun 310GX, sun roof, power steering, AM-FM-cassette, Rusty Jones, 31,000 miles, gold w/black trim, $5,300. Call Dave Bouffard of CWCI in Framingham at (617) 879-0700, ext. 579.

FOR SALE

1980 Chevette. Dark metallic blue, automatic, roof rack, snows on rims, 2 brand new tires, 4-door, winterized, chapman lock, excellent condition. 42,000 miles, $2,900 or best offer. Call Jane Desberg of CWCI at (617) 879-0700, x351.

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Volume 14, Number 4 January 30, 1984

MACWORLD Premier Issue

Apple Computer announced the Macintosh microcomputer last Wednesday, and PC World Communications in San Francisco released the premier issue of MACWORLD.

ANDREW FLUEGELMAN, Editor of the new monthly magazine, said in a column in the new publication, "No machine has ever been scaled so perfectly for the individual user and for the adventuresome spirit in such an accessable form. I confidently predict that the Mac will change forever our ideas about work and creativity -- as well as the way we think about computers. The Mac represents a new frontier in computing, and it's open for all of us to explore, whether we're computer novices or experts.

"We created MACWORLD to guide us in our journeys of discovery. In each issue we'll organize that guide in four sections. In 'State of the Art' we'll take a look at the technology that makes the Mac such a remarkable machine and report on new developments that make it even more capable and useful."

The premier issue of MACWORLD includes articles like "Tour of the Mac Desktop" and a look at how the Mac is put together. Also featured are comments from many of the Apple Computer employees involved in the Mac development.

MACWORLD

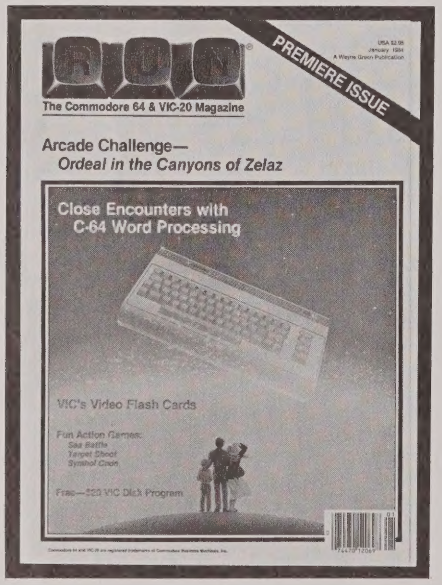
The Macintosh Magazine

Andrew summed up his feelings about the new magazine and the Macintosh computer as: "...I suspect that there are going to be more people using the Mac more creatively to enhance their lives than any computer yet invented. That's what's got me so excited about the Macintosh and the rare opportunity of bringing it to you through the pages of MACWORLD."

Spotlight

RUN Magazine

RUN is one of the newest Wayne Green Publications Group magazines to hit the newsstands. In keeping with the trend towards system-specific magazines, RUN features articles and columns dealing with the Commodore 64 and Vic-20 systems. It assists the new Vic-20/C-64 user in getting started with his machine, while helping the advanced user get even more out of his system.


RUN
The Commodore 64 & VIC-20 Magazine
PREMIERE ISSUE
USA $2.95
January 1984
A Wayne Green Publication
Arcade Challenge—
Ordeal in the Canyons of Zelaz
Close Encounters with C-64 Word Processing
VIC's Video Flash Cards
Fun Action Games:
Sea Battle
Target Shoot
Symbol Code
Free—$20 VIC Disk Program

RUN provides its readers with reviews, tutorials, applications, programs, hints, and modifications written in a friendly, understandable manner that keeps readers entertained as well as informed.

RUN makes a special effort to produce program listing that are as easy to enter as possible. Readers are encouraged to type them into their micros and use them.

Two of the more popular columns published eachmonth in the magazine are Commodore Clinic (reader's questions about computing problems are answered) and Magic (little-known tips and hints to help you get the most out of the Commodore machines).

RUN counts some of the best-known writers and authorities in the Commodore field among its authors. It also encourages its readers, Commodore computing enthusiasts, to share their computing experiences and pass along computing tips, programs, and applications to the Commodore community through the magazine.

RUN is premiered with a January 1984 publication date. This first issue is destined to become a collector's item. Reports have come in from dealers that the magazine is disappearing from the shelves as fast as storekeepers can put them up. 125,000 copies of the first issue were printed and no more are available. For those lucky owners of the first issue, hang onto them. All others will have to wait for the second issue.

Continued on Page 3

From Page 2

RUN's Editor-in-Chief, DENNIS BRISSON, now ranks as a Wayne Green Publications old-timer, having come from newspaper reporting to join the staff of Kilobaud, later re-christened Microcomputing, in late 1977. In 1980, Dennis was appointed managing editor of Microcomputing, and was then asked last summer to assume the editorship of RUN. Dennis is a native of New Hampshire. Beyond the nine or ten hours a day he puts into his job, he keeps busy he says, holding an early 19th century farmhouse together.

Dennis Brisson

Swain Pratt

Having decided that teaching math to adolescents for 28 years is sufficient for one lifetime, SWAIN PRATT decided to put his skills to use in another field. SWAIN PRATT started at Wayne Green as an editorial assistant with Microcomputing and later joined the RUN staff as Copy Editor. His responsibilities include editing authors' manuscripts and working closely with the various production departments. Swain is an unyielding purist in the matters of language; he ensures that all articles meet the company's (and his own) high standards. His experience and mature wisdom give balance and stability to the RUN staff.

Swain's multifarious life experiences include service as an aerial navigator in the U.S. Army Air Corps. His interests include mathematics, literature, theater, music, and travel.

Guy Wright

GUY WRIGHT joined the RUN staff as Technical Editor in June of last year. Guy reviews manuscript and program submissions, and decides whether or not they are to be accepted or rejected and determines how much they are

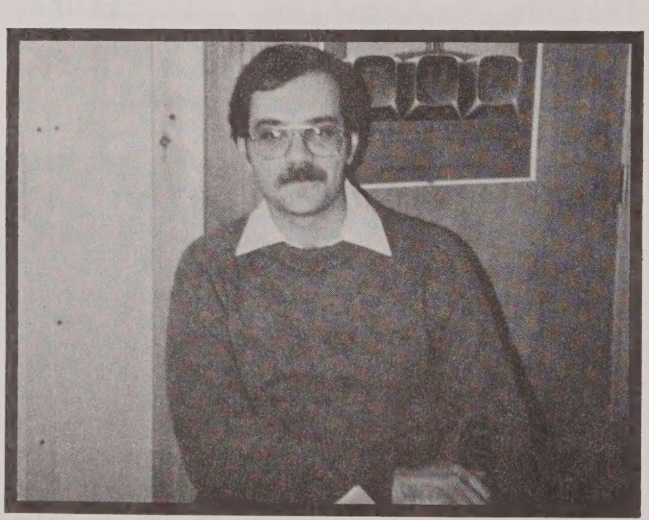
Continued on Page 4

From Page 3

worth. He ensures the technical accuracy of all the articles and listings published.

Perhaps most notable is Guy's first place position in the RUN staff's David's Midnight Magic pinball competition. While Guy is comfortable with his one million points, his co-workers take it in stride -- what else do tech editors do but play games?

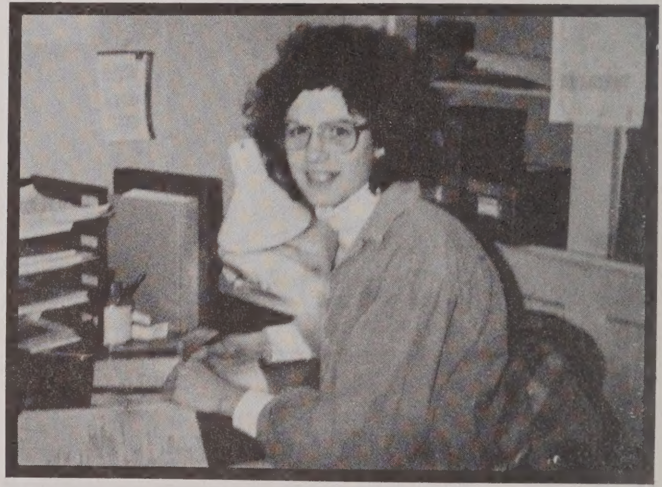
Guy has published three books (one fantasy, two computer). Besides being a kind bearer of gifts, he's also very interested in astronomy (the nights are never dark enough) and inflicting his philosophy on captive co-workers, whom he always finds in one room.



Shawn Laflamme

SHAWN LAFLAMME joined the editorial staff of RUN magazine in August of last year, just in time to help launch the premiere issue of RUN. As the magazine's new products and review editor, Shawn solicits new product information and review copies of recently announced products and assigns them to authors for review. His duties require that he act as a liason between advertising and editorial, and he is also called upon to attend computer shows and press conferences to keep up with the latest new products for Commodore machines.

When he's not busy exploring what's new in the world of Commodore, Shawn can be seen traveling down the soft lane on the highway of life. He has an appreciation for the finer (if it means sedentary) things in life. His interests include literature and creative writing, and he enjoys a good discussion as an opportunity to display his forensic ability.



Marilyn Annucci

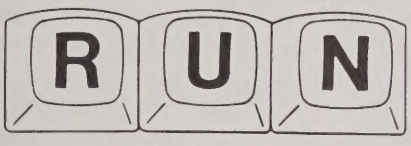
MARILYN ANNUCCI is a young English major, who is getting her knees wet in the publishing industry for the first time. She joined the RUN staff in August of last year. As an assistant editor, Marilyn is involved not only in editing and organizing columns and manuscripts, but also in bookkeeping, letter writing, typint, and putting up with the rest of the

Continued on Page 5

From Page 4

staff. Marilyn survives the daily assaults upon her poetic sensitivities and even seems to enjoy the chaos.

Originally from Worcester, Massachusetts, Marilyn enjoys reading, writing, films, swimming, music, a certain pinball game, and knitting handkerchiefs meant to be scarves.



People

Congratulations to LAURA GREENFIELD on her promotion to Director of Markeing for International Data Corporation.

Laura has been with IDC since 1980 as International Communications Manager, and most recently, Manager of Marketing Services. Laura has been a key contributor to the success of IDC's Conferences and Seminars and our Marketing Programs for the past three years.

JACK EDMONSTON, CWCI Group Vice President/Communications announced recently that our broadcasting operations will be expanding in 1984, and DAVE DILLMAN has been promoted to Director of Broadcasting.

Since 1982, Dave has been working in the Conference Management Group, but part of his attention has been devoted to the development of new broadcast products, largely in cooperation with Deltak, the leading supplier of video products to DP/MIS installations. These products include a series of video journals based on tapes of conferences conducted by IDG divisions. Current "conference journals" cover personal computing, office automation, and communications. Others are in the planning stages.

This year we are starting a new series with Deltak in a standard TV panel-show format. This series of programs is called "Computerworld Reports" and is taped every other month at Deltak's studios in Chicago. Subjects already covered (or in the works) include "The Micro-Mainframe Link," "Integrated Software," and "Managing Telecommunications". JOHN DVORAK, Consulting Editor to InfoWorld, JOHN GANTZ, Consultant to IDC, and STEVE COOK of PC World have participated in these programs as host or panelist.

Congratulations on your new and challenging position Dave!

BILL FORD recently announced the appointment of ROBERT FROST as Acting Director of Sales for the Central Region. Robert has been with IDC for a year, during which time he has demonstrated the necessary qualifications to successfully manage the Central Region. Robert works out of the IDC Dallas office.

Congratulations, Bob!

Continued on Page 6

From Page 5

Congratulations to RICK LEPAGE who has been promoted to Production Editor of COMPUTERWORLD BUYER'S GUIDE and KIM VALLOCH who has been promoted to Copy Editor of the COMPUTERWORLD BUYER'S GUIDE.

Rick joined the guides last March after an 8-month stint with COMPUTERWORLD's copy desk. Writing the formats and getting the first three guides out required a monumental effort on his part, a job he did with great enthusiasm, dedication, and professionalism.

Kim joined the guides last May as Editorial Assistant, but soon demonstrated her interest and proficiency in copy editing. A neophyte to CW's automated technology, Kim has demonstrated keen intelligence in grasping the technology. She has performed her duties with a wonderful spirit and tremendous efficiency. In her new job Kim will be responsible for the copy editing function and assisting Rick.

Good luck to both with their new jobs!

JIM PERNOCK of CWCI has accepted the newly created position of Shipper/Receiver.

Jim has been working in the CWCI mailroom for the past year and a half and his experience and knowledge will be a great asset in his new position. Jim will be working full time at the shipping dock.

Another change in the CWCI mailroom is JOHN BOIARDI's joining the staff as a full-time person. John has been working in the mailroom on a part-time basis for the past two and a half years.

Congratulations to both Jim and John on their new positions!

Congratulations to NANCY FLEMING on her promotion to Associate Editor of Computerworld OA. Nancy was instrumental in the start-up of OA in 1982 and has continued to prove invaluable in the editing, coordination, and creative makeup of the publication.

Nancy has been with the company for four years, starting with the Computerworld copydesk and then working with the Computerworld Extra before moving to OA.

GLENN RIFKIN has been promoted to senior writer Computerworld OA. Glenn joined the OA staff a little less than a year ago and in that time has shown the initiative, enthusiasm, and writing and creative skills necessary for the senior writer position. Congratulations Glenn, on this promotion.

ROB DAVID of InfoWorld accepted the position of Los Angeles Sales Representative. Rob's sales territory will comprise Southern Calif. (except Orange and San Diego counties), Arizona, Texas, and New Mexico.

Rob most recently has served as Marketing/Communications Manager at InfoWorld.

Good luck in your new role, Rob!

New employees

LINDA STEPHENSON has been appointed an Associate Editor at InfoWorld. Linda has been working at Wayne Green, Inc. for the past three years, first as a staff editor at Microcomputing, more recently as editor of inCider. She will be a valuable addition to the InfoWorld editing staff (and particularly to Pat Sinervo, who has carried an enormous load as the magazine's only Associate Editor for the past two months). Welcome to InfoWorld, Linda!

STEWART ALSOP recently announced that DENISE CARUSO joined the InfoWorld staff as a Reporter on January 2. Denise was most recently an Associate Editor for The Portable Companion, the magazine published by Osborne Computer for its customers. She has also worked for the Berkeley Gazette and the San Luis Obispo County Telegram-Tribune since graduating from California Polytechnic State University.

Also new to InfoWorld is JACKIE RAE who will join the staff as Senior Editor (Applications). Jackie has been working for Personal Computing as an Associate Editor. She was Editor of The Portable Companion for Osborne Computer Corp. and graduated from San Jose State University with a BA in Journalism.

BARBARA BORGEL is the new InfoWorld Editorial Secretary. Barbara has worked for InfoWorld in various capacities for the last year, most recently as Review Coordinator in the editorial group.

Classified

MICRO MARKETWORLD COPY EDITOR POSITION

We have an opening for a copy editor whose duties include: editing news and features for grammar, style, and consistency; writing news for the products section; writing headlines; laying out pages; and proofreading page proofs.

A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. Some newspaper experience and a college degree or the equivalent with emphasis in journalism required. Experience on electronic editing systems preferred. Computer experience is helpful, but not necessary.

We offer pleasant working conditions in modern offices adjoining the Mass Pike, a comprehensive medical/dental plan and profit sharing. Please send resume, including salary requirements -- no calls please -- to: Micro Marketworld, CHRISTINA VAN HORN, Managing Editor, 375 Cochituate Road, Box 880, Framingham, MA 01701.

MARKET RESEARCH ANALYST

The CWCW Market Research Department has a new position for someone who can design, implement, and prepare reports on survey research for our publications and advertisers. Most studies are conducted in-house by mail over the publication subscription list, but you will also be involved in coordination of mail, phone or personal interview studies done by outside research houses.

To qualify you should have at least two year's professional experience in market research, including a working knowledge of research techniques, statistics, and report writing.

To apply, send a note or call KATHY DINNEEN at CWCI in Framingham at extension 313.

PROGRAM MANAGER -- MICROCOMPUTERS

IDC is in need of a Program Manager to head up one of its fastest growing research programs -- MicroGuide/Microfocus.

The successful candidate must possess the following qualifications: Micro Industry experience, Working knowledge of research methodology, Managerial experience, Good communication skills both written and oral, Previous Product Marketing experience would be a plus.

This position is key to IDC and offers the successful candidate an excellent career opportunity.

Candidates should submit resume to: BILL FORD, General Manager, IDC Framingham, 5 Speen Street, Framingham, MA 01701.

JOB OPENING

InfoWorld has an opening on its editorial staff for a Researcher/Review Coordinator. This is an entry-level position reporting to RORY O'CONNOR, Senior Editory (Technical). The job entails maintaining records on products ordered for review, on reviewers, and on reviews in progress; evaluating new reviewers and managing relations with existing reviewers; editing the hardware and software new-product announcements; and generally acquiring and organizing information about products for the magazine. Candidates should have some education and/or experience in journalism. Contact RORY O'CONNOR at InfoWorld's Menlo Park office: (800) 227-8365, ext. 232.

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TYPESETTER

CW Communications/Inc., the world's largest publisher of computer-related newspapers and magazines has an opening for a typesetter in their production department.

You should be a trained, accurate typesetter with at least one year's experience and should be able to input a minimum of 60 wpm. Your responsibilities will include daily inputting of manuscript material, tabular material, line corrections, and eventually you will work with advertising design and promotional pieces. We will train you on our Atex system.

We offer a comprehensive medical/dental/vision plan, profit sharing, and an attractive compensation package.

To apply, send your resume (including salary requirements) to: CAROL POLAK, Typesetting Manager, CW Communications/Inc., 375 Cochituate Rd., Box 880, Framingham, MA 01701. No phone calls, please.

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U K ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Publisher:
Bill Sell, IDG International
Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

The *IDG Update* is published weekly for the employees of International Data Group by the Office of the Chairman of the Board. The *IDG Update* encourages input and stories from employees. Please address all correspondence to: Bill Sell, *IDG Update*, International Data Group, Inc., 5 Speen Street, P.O. Box 1450, Framingham, MA 01701 USA. Telephone: 617-875-5000, Ext. 444; Telex: 95-1166 INTLDATAHQ FHM.

CAMERAROOM OPERATOR

CW Communications/Inc., the world's largest publisher of computer-related newspapers and magazines, needs a cameraroom operator to work in our production department.

Your duties will include, setting up a work schedule for all departments requiring camera work, shooting of stats and veloxes, monitoring the cameraroom workflow and work on paste-up as time allows. You will also be responsible for maintaining inventory records on supplies to be ordered by the paste-up manager.

To qualify, you should have a working knowledge of photostat cameras (we will train you on our equipment). Some experience with newspaper production would be helpful.

We offer pleasant working condition in modern offices just off the Mass Pike, excellent benefits including a comprehensive medical/dental/vision plan and profit sharing.

To apply, please send resume or a detailed letter, (no phone calls please) to: TRISH GAUDETTE, Paste-up Manager, CWCI.

GRAPHIC DESIGNER

(Politician, Photo Stylist, Comedian, Gymnast, Grunt...)

Our art department is expanding, and we need another designer to work on our computer-related publications. You'll be working very closely with our editors, hiring illustrators, supervising photo shoots, doing your own layouts and mechanicals, and anything else we can dream up. We'd like you to have at least three year's solid design experience.

We'll offer a good starting salary, excellent benefits (including profit sharing), and an opportunity to grow with the world's leading publisher of computer-related newspapers and magazines. We are conveniently located in modern offices just off the Mass Turnpike in Framingham.

Please send your resume and salary history to: TOM MONAHAN, Art Director, CW Communications/Inc., 375 Cochituate Rd., Box 880, Framingham, MA 01701. No phone calls, please.

WISHING TO STUDY IN U.S.

Two dutch girls, aged 18, would like to spend one year in a high school in the U.S. They are looking for two American families to live with during that period, preferably with girls of the same age. Kiki, daughter of IDC Benelux managing director, Hubert Van Onna, and her girlfriend, Margreth, look forward to your messages.

Kiki Van Onna, Hoekweid g, 1831 BP, Koedyk, Netherlands.

FOR SALE: 1982 Datsun 310GX, sun roof, power steering, AM-FM-cassette, Rusty Jones, 31,000 miles, gold w/black trim, $5,300. Call DAVE BOUFFARD of CWCI in Framingham, MA (617) 879-0700, ext. 579.

FOR SALE: 1980 Chevette. Dark metallic blue, automatic, roof rack, snows on rims, 2 brand new tires, 4-door, winterized, chapman lock, excellent condition. 42,000 miles, $2,900 or best offer. Call JANE DESBERG (CWCI) X351.

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■ IDC RESEARCH AUSTRALIA ■ IDC BENELUX ■ IDC EUROPA/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND ■ IDC SCANDINAVIA ■ IDC IBERIA ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LEMONDE INFORMATIQUE ■ LINK RESOURCES ■ COMPUTER WORLD MEXICO ■ IDC IRELAND ■ PC WORLD COMMUNICATIONS ■ SAUDI COMPUTERWORLD ■ WAYNE GREEN PUBLICATIONS, INC. ■ WAYNE GREEN ENTERPRISES ■ MIKRO DATORN/SWEDEN ■ IDC MEXICO ■ INFOWORLD ■ IDC SWEDEN ■ IDC NORWAY ■ INTERNATIONAL DATA GROUP, INC. ■

Volume 14, Number 3 January 23, 1984

New IBM PCjr Magazine

IBM's much awaited new home computer, PCjr, has spawned two new projects with CW Communications.

Wayne Green Publishing Group in Peterborough, New Hampshire will be launching a separate monthly magazine, Jr., focusing on home management, entertainment, and educational applications of the PC Jr. According to DEBRA WETHERBEE, General Manager of WGI, "We're concentrating on covering the most important personal computer product lines with an important role in the home, hobby, entertainment, and education sector. Two of our newest publications, RUN, for the Commodore computer user, and Hot CoCo, for the Tandy Color Computer user, cover two of the most important products in this market. We expect the IBM PCjr to be an important competitor in the home computer market and Jr. will allow us to become a leading information supplier to the home computer user." The first issue of Jr. will appear in February with an initial press run of over 100,000 copies.

jr®
For IBM's Home Computer

PC WORLD

PC World Communications in San Francisco is taking a different approach. They expect that a large number of PCjrs will be sold to business and professional people to do the same types of word processing, financial planning, communications, and analysis applications which they perform in the office. Therefore, PC World Communications will be publishing PCjr World as

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a 32-page insert in PC World commencing with the April issue. According to DAVID BUNNELL, Publisher of PC World, "We believe that a large number of the over 400,000 readers of PC World will want to buy a PCjr for use at home to supplement the business and professional applications that they use their IBM PC for at work. The PCjr World insert will allow advertisers to reach this very important sector of the PCjr prospect base efficiently and effectively. If the insert achieves the good market reception we expect, we're considering separating it from PC World this fall and creating it as a separate publication with an emphasis on the business and professional applications of the PCjr."

Haines Gaffner On Speaking Circuit

HAINES GAFFNER, President of LINK Resources Corp. in New York City, has been busy recently preparing for and giving speeches.

On February 3-6, Haines will present an overview of the new electronic media to 20 Congressmen involved in legislation on the new electronic media. Haines will also act as moderator and interrogator during the session. While no lobbyists are permitted to the session, Haines and LINK Resources Corp. were chosen for their reputation as unbiased advisors in this field. Heavy emphasis will be on legislation to protect intellectual properties caused by the flood of new electronic devices (personal computers, video cassette recorders, cable television, videodisks, etc.).

During the past few months Haines has also spoken at a number of conferences. Following his remarks made at the LINK San Diego Client Conference, he flew direct to Cannes, France for a major address on the impact of the personal computer on "telematique" (videotex). This was Haines' third speech at the annual VIDCOM Conference. In June he had made his third speech at the annual Videotex '83 Conference in New York -- this time the opening address.

Haines Gaffner

During the week of November 7, Haines was Chairman and organizer of the keynote session of the 15th Annual Information Industry Association (IIA) Conference entitled "Personal Computer Software: Insight into New Growth Markets for the '80s." On his panel was Dan Fylstra of VisiCorp, plus other key publishing and software industry executives. As Chairman of the Business Operations Council for the IIA, Haines also directed a planning meeting for this operating group, plus was honored at

Continued on Page 3

From Page 2

a luncheon for past directors of the IIA. Also honored at the luncheon was PAT MCGOVERN of IDG, a founder of the IIA and original Board Member.

"There is no way I could keep coming up with challenging speech topics if it weren't for the terrific team we have here at LINK analyzing this exploding field," said Haines. "As our reputation widens, it is great to see several others of the LINK staff also out on the speech circuit, such as BERNELL WRIGHT, STEVE SIECK, GARY OZANICH, MARTIN LANE, PEGGY FISCHER, and DAVID LAMB."

People

ANN-MARIE CUCCARO, IDG's Travel Coordinator, recently announced the names of 22 employees who won gifts at a random drawing.

Ann-Marie Cuccaro

The prizes were items redeemed by IDG through the Hertz Corporation Gift Program. Among the 22 prizes were telephones, AM/FM radios, cameras, calculators, and two televisions. The drawing was open to all employees of IDC, CWCI, InfoWorld, Link, and IDG.

The lucky employees included:
N. Scull/IDC - camera
K. Chin/IW - camera
J. Burke/CWCI - telephone
B. Wolff/CWCI - AM/FM radio
E. Bender/CWCI - AM/FM radio
D. DePeyster/CWCI - travel alarm
J. Beeler/CWCI - overnight bag
S. Brown/IDC - television
S. Damiano/IDG - stadium blanket
S. Josselyn/IDC -stadium blanket
A. Clements/IDC - calculator
S. Achilla/CWCI - overnight bag
B. Westcott/CWCI - calculator
M. Griffin/CWCI - calculator
E. Carlos/CWCI - calculator
J. Ingrando/IDG - calculator
R. Shoor/CWCI - card holder
T. Bloom/IDG - AM/FM radio
J. Dziama/IDC - AM/FM radio
J. McClure/CWCI - television
M. Swaine/IW - card holder
M. Kibbee/CWCI - AM/FM radio

New employees

Welcome to JACKIE PERDUE, Marketing Coordinator in IDC's Corporate Marketing Department. Jackie will be responsible for developing and maintaining IDC's prospect lists and enhancing the utility for direct mail promotions. In this function she will work closely with program managers and the sales staff in an effort to identify IDC prospects and increase their awareness of IDC products and services through ongoing mailings. Jackie is a recent graduate of Stonehill College where she majored in marketing with a minor

Continued on Page 4

From Page 3

concentration in computer information systems. Prior to IDC, Jackie worked in marketing at Technogenics, Inc., and in computer processing and analysis work for Hastings-Tapley Insurance Agency.

Welcome to DEBORAH BRANSCUM, new Copy Editor at InfoWorld. Deborah comes to InfoWorld with experience as a fact-checker, researcher, and reporter for organizations like Harcourt Brace Jovanovich, Mother Jones, and the Lodi Life & Times.

Anniversaries

PC World Communications became a member of the IDG family one year ago -- happy first anniversary to everybody in San Francisco!

Also covered in this issue are several anniversaries from December and the first two weeks in January.

One-Year Anniversaries

Ralph Ames, PCW
Clare Bouey, PCW
Rodney Brooks, PCW
Eric Brown, PCW
Meredith Browning, PCW
Noreen Browning, PCW
Trish Bertuzzi, IDC
Susan Cardellicchio, CWCI
Viola Carre, IFW
Nan Cassady, PCW
Steven Cook, PCW
Sarah Cox, PCW
William Cox, PCW
Joan Daly, CWCI
Janice Dente, PCW
John DeSouza, IDC
John Doss, PCW
Richard Eby, IDC
Helen Eckel-Stark, CWCI
Andrew Fluegelman, PCW
Loretta Giglione, PCW
Linda Grassby, CWCI
Cathy Gurley, CWCI
Cynthia Hamburger, PCW
Ellyn Hament, PCW
Jeremy Hewes, PCW
Steve Josselyn, IDC
Susan Keller, PCW
Laura King-Ferguson, PCW
Roni Lubliner, LR
Frances Mann, PCW
Harry Miller, PCW
Christine Mitchell, CWCI
Patricia Murphy, PCW
Jim McClure, CWCI
Lorraine McLaughlin, IFW
Dennis McLeod, PCW
Joe Pierce, IDC
Lorrie Poch, PCW
Kearmy Rietman, PCW
Noreen St. Pierre, PCW
Katherine Seger, PCW
Laura Singer, IFW
Lisa Stahr, PCW
Doris Stranz, PCW
Rich Thng, PCW
Monica Thorsnes, PCW
Christopher Van Dyke, PCW
Lindy Wankoff, PCW
Debbie Waters, CWCI
Carol Watson, PCW
Christine Whyte, PCW
David Wiggins, PCW
Arthur Wilcox, PCW
Edward Winslow, CWCI
Joseph Wollenweber, PCW

Two-Year Anniversaries

Jim Bartimo, CWCI
Mark Bell, IDC
Dave Bouffard, CWCI
Sandra Coleman, IDC
Doug Cummings, LR
Mary Fleming, CWCI
Cathy Freeman, IDC
Charlie Greco, IDC
Neil Kleinman, IDC
Roger Leen, IFW
Mary Jo McSorley, IDC
Elaine Rabinow, CWCI
Alice Schneider, CWCI

Continued on Page 5

From Page 4

Girolama Signorino, CWCI
Frank Smith, IDG
Claire Wallace, CWCI

Three-Year Anniversaries

Janice Antonellis, IDC
Bill Cadigan, CWCI
Bob Chiler, IDC
Susan Damiano, IDG
Neil Kelley, CW/Spain
Jay Wagman, IDC

Four-Year Anniversaries

Jenny Charlesworth, CWCI
Nancy Fleming, CWCI
Judy LaBarre-Duncan, CWCI
Donna Pomponi, CWCI
Laura Young, CWCI
Will Zachmann, IDC

Five-Year Anniversaries

Diane Utano, IDG
Judy Frost, IDC
Mike Lowe, CWCI
Ken McPherson, IDC
Carol Polack, CWCI
Averie Rosemark, CWCI

Six-Year Anniversaries

Marina Bonacci, CWCI
Dave Dillman, CWCI
Nancy Shannon, CWCI

Seven-Year Anniversary

Maureen Burke, CWCI

Eight-Year Anniversary

Terri LeBlanc, IDC

Twelve-Year Anniversary

Joe Levy, IDC

Fourteen-Year Anniversaries

Bill Ford, IDC
Bill Murphy, IDG

Classified

EDITOR/CDR NEWSLETTER, IDC

IDC's Publications Department has an opening for an editor with the Communications and Distributed Resources newsletter. Should be able to write and analyze events in the communications industry. For more information, please contact Molly Upton, Director, Publications, at IDC in Framingham, (617) 872-8200.

PAPER BUYER

CWCI is looking for a paper buyer to purchase paper for all of our domestic publications. To qualify, you must have extensive knowledge in the purchase of publication grade paper stock. Familiarity with printing press requirements, various paper mills, a variety of grades and basic weights, and general knowledge of the paper and publication industry a must. Position is based in the Framingham, MA office.

To apply please send your resume (no phone calls, please) to Lee Vidmer, Senior Vice President - U.S. Operations, 375 Cochituate Road, Framingham, MA 01701.

EDITOR-IN-CHIEF

Wayne Green Publishing Group has an opening for an Editor-in-Chief for inCider. Must have three to five years publications experience. Knowledge of the Apple Computer would be helpful. Sound editorial judgement and strong personal management skills a must.

If you have these qualifications and would like additional information, please contact Denise LaSala, Personnel Manager, Wayne Green, Inc., 603-924-9471, x105.

COMPUTER OPERATOR, BILLING SYSTEM

CWCI has a full-time opening for a second shift computer operator. You will be responsible for the operation of our ATEX PDP 11/34(s) Advertising/Billing System. Duties will include weekly and monthly billing operations, report writing, report generation, general program running, and database maintenance procedures. Qualifications should include some previous experience in computer operations. Some limited knowledge of programming would be helpful, but not necessary.

To apply, send your resume to: William Mills, Computer Systems Operations, CW Communications, 375 Cochituate Rd., Framingham, MA 01701.

EDITORIAL ASSISTANT

Computerworld has an opening in its busy Editorial Department for an Editorial Assistant. You will have a variety of responsibilities, including: open, date, and sort mail; help maintain the CW card catalog; take phone messages from our reporters and editors; respond to telephone inquiries from our readers; learn to operate Telex, Panafax, and copying machines.

To qualify, you should be organized and detail-minded. You should possess good telephone and office skills and be an accurate typist. To apply, send your resume to: June Fettig, Assistant to the Editor, CWCI, 375 Cochituate Rd., Framingham, MA 01701.

Continued on Page 6

From Page 5

COPY EDITOR

Micro MarketWorld has an opening for a copy editor whose duties include: editing news and features for grammar, style, and consistency; writing news for the products section; writing headlines; laying out pages; and proofreading page proofs. A sharp eye for detail and the ability to work under the pressure of daily deadlines are required. Some newspaper experience and a college degree, or the equivalent, with emphasis in journalism required. Experience on electronic editing systems preferred. Computer experience is helpful, but not necessary. Please send resume, including salary requirements (no calls please), to Christina Van Horn, Micro MarketWorld, 375 Cochituate Road, Framingham, MA, 01701.

NATIONAL ADVERTISING COORDINATION SUPERVISOR

Micro Marketworld has the above-named position open with a start date of January 27 or sooner. Duties include coordination of five field sales offices, and work with production, editorial and art departments and 200 active advertisers now on contract with us. For additional information on this position, please contact Tom Casalegno, VP/Publisher, at (617) 879-0700, x366.

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IDG UPDATE

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Publisher:
Bill Sell, IDG International Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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PASTE-UP ARTIST

CWCI is looking for a full-time paste-up artist. Duties will include newspaper paste-up, camera work, and some line work. To qualify you should have a minimum of one year's experience in mechanical paste-up, and your work style must be clean, fast, and accurate. You should be able to work well under pressure and handle deadlines. Send your resume to P. Gaudette, Pasteup Manager, CWCI, 375 Cochituate Road, Framingham, MA 01701. No calls, please.

PRODUCTION ASSISTANT

CWCI is looking for a production assistant to assume day-to-day responsibilities for our tabloid publications. Your duties will include doing layout of the newspaper, processing and inspecting advertising materials, and acting as liaison between our advertising and editorial departments. Publication experience preferred but not essential.

Please send your resume with salary requirements to Marlene Stibal, Production Manager, CWCI, 375 Cochituate Road, Framingham, MA 01701.

EXERCISE CLASSES

Need exercise? The Framingham YMCA, about one mile from IDG on Old Connecticut Path, offers exercise classes Monday, Wednesday, Friday, from 12:00 noon to 12:50 p.m. Classes cost $50.00 per person for an eight-week session, if IDG/IDC/ CWCI sends ten participants, beginning in January, 1984. Several IDC women who have taken the class for over a year recommend it highly. For further details, please call Martha Rounds of IDC at (617) 872-8200, x235.

FOUND AT IDG CHRISTMAS PARTY

Pair of prescription lenses with case (lady's). Glasses are tortoise shell brown; case is brown with flower design. Please contact Susan Damiano (617) 875-5000.

IDG Update Classifieds are run free of charge for employees of International Data Group. Each week your ad will be seen by over 500 people in the U.S., and by hundreds more overseas. To place your advertisement, please return this coupon or similar to Bill Sell, Editor, IDG Update, P.O. Box 1450, Framingham, MA 01701, or send your ad through interoffice mail.

Your Name: ______________________________

Company: ______________________________

Telephone: (   ) ______________________________

Ad Text: ______________________________

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IDG UPDATE

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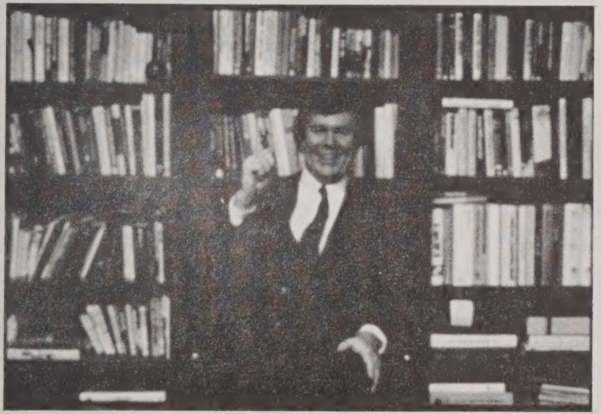
Volume 14, Number 1 & 2 January 2, & 9, 1984

• 1984 •

1984 is off and rolling. What can we expect during this new year? -- IDG worldwide is growing, and during 1984 we can all expect to see new products, new publications, new people, and continued growth.



1983 once again was a record year for International Data Group. We saw our activities expand into several new areas and we saw continued success in many of our traditional products. Looking back at 1983 lets us see why we are Number One in our business. PATRICK MCGOVERN, Chairman of IDG, summed it up for us:

"We have all contributed to the successful growth of IDG. We have positioned ourselves as Number One in a very dynamic industry during a very exciting year. We are Number One because our people are Number One. We are Number One because we are a family, achieving common goals through a united effort."

This double issue of the IDG Update looks at some of the many events that marked 1983 at International Data Group.

I wish all of you the best of luck and continued success in all of your endeavors in 1984.

Bill Sell

Publisher, IDG Update

• 1984 •

ComputerSweden, a twice-monthly newspaper for the Swedish computer community, was launched with an initial circulation of 20,000. PAT MCGOVERN, in Stockholm for the launching ceremonies, commented, "Sweden is the sixth-largest computer-using country in Europe with over $1.5 billion of computer systems installed. 1983 investments and new computer applications will grow by an impressive 18%, putting Sweden among the top three countries in the world for per capita investment in computer technology."

Computerworld and InfoWorld signed agreements early in 1983 to provide stories to on-line data base services. Computerworld began providing Mead Data Central's NEXIS full access to all material published after January 1, 1982.

InfoWorld completed an agreement with CompuServe to test electronic publishing. This test included access by CompuServe subscribers to InfoWorld's software reviews.

One of IDC's newest offices, IDC Benelux, is located in Amsterdam. According to IDC Europa Managing Director, PETER ROWELL, this office is an arrangement made with the Industriell Marketing Adviesbureau, B V., a marketing and consulting agency.

Australasian Microcomputer magazine was born on March 10, 1983. In keeping with the baby theme, Computerworld's exhibition stand at the first Australian personal computer show featured hundreds of micro magazines, complete with diapers, in a baby cot. On the diapers were printed details of the birth and the delivery team headed by Publisher ALAN POWER. The diapers were held together with safety pins and, when opened, the diapers revealed details of the future product spotlights, the editorial coverage, and even a subscription order coupon. Copies of the new magazine were given out at the rate of one every ten seconds, in exchange for name and address and micro ownership being provided on an inquiry card.

THE LAT T EDITION TO
australian
Micro
Computer

Our newspaper publishing operations now include Italy, following the early 1983 launch of Computerworld Italia. Initial circulation was 20,000. The paper is based in Milan.

• 1984 •

IDC's 19th Annual Briefing Session series drew record crowds in four U.S. cities. According to JOE LEVY, IDC Vice President/Corporate Marketing, "We added Chicago to our sessions. With the extra session, we are able to attract many IDC customers who have never been to an IDC briefing. The additional exposure should help our Midwest image and lead to greater sales renewals."

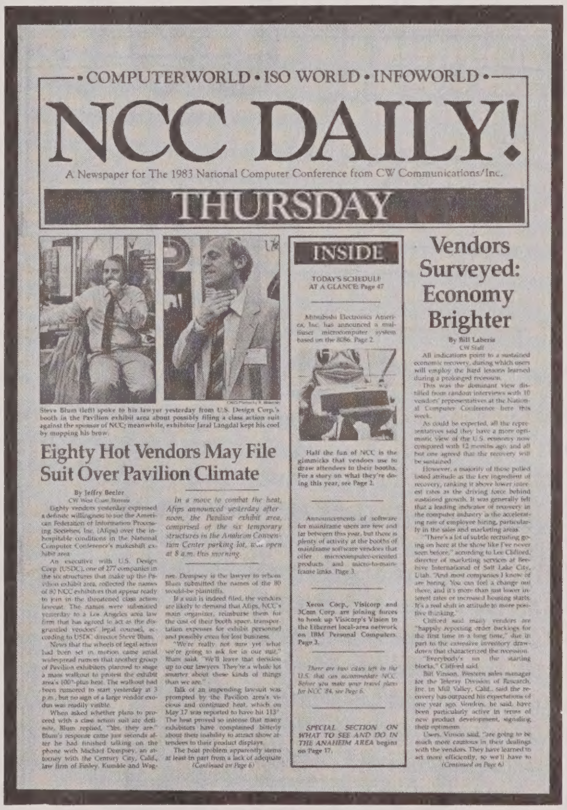
Information Processing Industry
BRIEFING SESSION

Computerworld/Argentina joined our ever-growing family of newspapers for MIS professionals on April 15, 1983. The 24-page launch issue made its debut at a local computer show. Computerworld/Argentina is biweekly, and is in Spanish.

COMPUTERWORLD ARGENTINA

On April 29, 1983, Computerworld/Norge joined our newspaper group, based in Oslo, Norway. An advertisement in the largest daily newspaper drew over 1,000 responses for subscriptions in just a few days, reported PREBEN ENGELL, General Manager of the paper.

In the United States, the month of May traditionally brings with it the National Computer Conference. And NCC brings with it the NCC Daily! This year four daily issues were produced, each 48 pages. CWCI had a separate pressroom at the conference where over 30 writers and editors worked on stories.



• COMPUTERWORLD • ISO WORLD • INFOWORLD •

NCC DAILY!

A Newspaper for The 1983 National Computer Conference from CW Communications/Inc.

THURSDAY

Steve Blum (left) spoke to his lawyer yesterday from U.S. Design Corp.'s booth in the Pavilion exhibit area about possibly filing a class action suit against the sponsor of NCC; meanwhile, exhibitor Jaral Langdal kept his cool by mopping his brow.

Eighty Hot Vendors May File Suit Over Pavilion Climate

By Jeffry Beeler
CW West Coast Bureau

Eighty vendors yesterday expressed a definite willingness to sue the American Federation of Information Processing Societies, Inc. (Afips) over the inhospitable conditions in the National Computer Conference's makeshift exhibit area.

An executive with U.S. Design Corp. (USDC), one of 277 companies in the six structures that make up the Pavilion exhibit area, collected the names of 80 NCC exhibitors that appear ready to join in the threatened class action lawsuit. The names were submitted yesterday to a Los Angeles area law firm that has agreed to act as the disgruntled vendors' legal counsel, according to USDC director Steve Blum.

News that the wheels of legal action had been set in motion came amid widespread rumors that another group of Pavilion exhibitors planned to stage a mass walkout to protest the exhibit area's 100°-plus heat. The walkout had been rumored to start yesterday at 3 p.m., but no sign of a large vendor exodus was readily visible.

When asked whether plans to proceed with a class action suit are definite, Blum replied, "Yes, they are." Blum's response came just seconds after he had finished talking on the phone with Michael Dempsey, an attorney with the Century City, Calif., law firm of Finley, Kumble and Wagner. Dempsey is the lawyer to whom Blum submitted the names of the 80 would-be plaintiffs.

In a move to combat the heat, Afips announced yesterday afternoon, the Pavilion exhibit area, comprised of the six temporary structures in the Anaheim Convention Center parking lot, will open at 8 a.m. this morning.

If a suit is indeed filed, the vendors are likely to demand that Afips, NCC's main organizer, reimburse them for the cost of their booth space, transportation expenses for exhibit personnel and possibly even for lost business.

"We're really not sure yet what we're going to ask for in our suit," Blum said. "We'll leave that decision up to our lawyers. They're a whole lot smarter about these kinds of things than we are."

Talk of an impending lawsuit was prompted by the Pavilion area's vicious and continued heat, which on May 17 was reported to have hit 113°. The heat proved so intense that many exhibitors have complained bitterly about their inability to attract show attendees to their product displays.

The heat problem apparently stems at least in part from a lack of adequate

(Continued on Page 6)

INSIDE

TODAY'S SCHEDULE AT A GLANCE: Page 47

Mitsubishi Electronics America, Inc. has announced a multiuser microcomputer system based on the 8086. Page 2.

Half the fun of NCC is the gimmicks that vendors use to draw attendees to their booths. For a story on what they're doing this year, see Page 2.

Announcements of software for mainframe users are few and far between this year, but there is plenty of activity at the booths of mainframe software vendors that offer microcomputer-oriented products and micro-to-mainframe links. Page 3.

Xerox Corp., Visicorp and 3Com Corp. are joining forces to hook up Visicorp's Vision to the Ethernet local-area network on IBM Personal Computers. Page 3.

There are two cities left in the U.S. that can accommodate NCC. Before you make your travel plans for NCC '84, see Page 6.

SPECIAL SECTION ON WHAT TO SEE AND DO IN THE ANAHEIM AREA begins on Page 17.

Vendors Surveyed: Economy Brighter

By Bill Laberis
CW Staff

All indications point to a sustained economic recovery, during which users will employ the hard lessons learned during a prolonged recession.

This was the dominant view distilled from random interviews with 10 vendors' representatives at the National Computer Conference here this week.

As could be expected, all the representatives said they have a more optimistic view of the U.S. economy now compared with 12 months ago, and all but one agreed that the recovery will be sustained.

However, a majority of those polled listed attitude as the key ingredient of recovery, ranking it above lower interest rates as the driving force behind sustained growth. It was generally felt that a leading indicator of recovery in the computer industry is the accelerating rate of employee hiring, particularly in the sales and marketing areas.

"There's a lot of subtle recruiting going on here at the show like I've never seen before," according to Lee Clifford, director of marketing services at Beehive International of Salt Lake City, Utah. "And most companies I know of are hiring. You can feel a change out there, and it's more than just lower interest rates or increased housing starts. It's a real shift in attitude to more positive thinking."

Clifford said many vendors are "happily reporting order backlogs for the first time in a long time," due in part to the extensive inventory drawdown that characterized the recession.

"Everybody's on the starting blocks," Clifford said.

Bill Vinson, Western sales manager for the Teleray Division of Research, Inc. in Mill Valley, Calif., said the recovery has outpaced his expectations of one year ago. Vendors, he said, have been particularly active in terms of new product development, signaling their optimism.

Users, Vinson said, "are going to be much more cautious in their dealings with the vendors. They have learned to act more efficiently, so we'll have to

(Continued on Page 6)

On May 20th PATRICK MCGOVERN announced the merger of Wayne Green, Inc. and CW Communications. The agreement became effective on July 25th. The 270-plus employee operation based in Peterborough, New Hampshire publishes Microcomputing, 80-Micro, inCider, Hot CoCo, RUN, and 73 magazine. The Wayne Green Publishing Group is an independent subsidiary of CWCI.

• 1984 •

inCider • 73

MICROCOMPUTING

80micro

HOT CoCo

RUN

The 24th Computerworld sister publication was announced in May by IDG's Vice President/Corporate Development, TIM MCNEILL. Saudi Computerworld made its debut at the al-Dhiafa Exhibition Center in Riyadh, Saudi Arabia during the Saudi Business '83 show. The monthly magazine will feature two front covers - one leading into the Arabic section, and the other an English section. Saudi Computerworld will be distributed in many Arabic countries.

CWCI's international editors met in Palm Springs, California in June for several days of meetings. Nineteen editorial representatives from eight countries discussed topics such as the new CW International News Network.

The IDC senior management team nominated PETER ROWELL its new President, effective in July, 1983. Peter was one of 20 candidates from within and outside of the company. JOHN BREYER, IDC's President since 1976, moved to California and is currently heading up a venture capital firm, Hytec Investment, Inc. John continues as a member of the IDG Board of Directors.

IDC

China Computerworld was recognized as one of the most successful joint ventures in China by the Ministry of International Economy and Trade. China Computerworld set up an exhibition of its activities and the worldwide CW publication network. The presentation was visited by the Minister of International Economy and Trade, Mr. Chaw Mu Hua, and the Chinese Head of State, Premier Chao.

計算機世界

CHINA COMPUTERWORLD

• 1984 •

1983 also brought the "Great ISO World Name Contest." CWCI ran into difficulties with a company in Geneva, Switzerland - holders of an international trademark on the acronym, "ISO." Said TOM CASALEGNO, Vice President and Publisher of ISO World, "We knew that ISO was registered when we changed our name. But we believed that we were doing business in a different industry and that it wouldn't infringe on that trademark. Unfortunately, the International Organization for Standards doesn't agree." What followed was several months of a name contest, and now the new name is: MICRO MARKETWORLD. MMW premiered on November 28 at Comdex in Las Vegas.

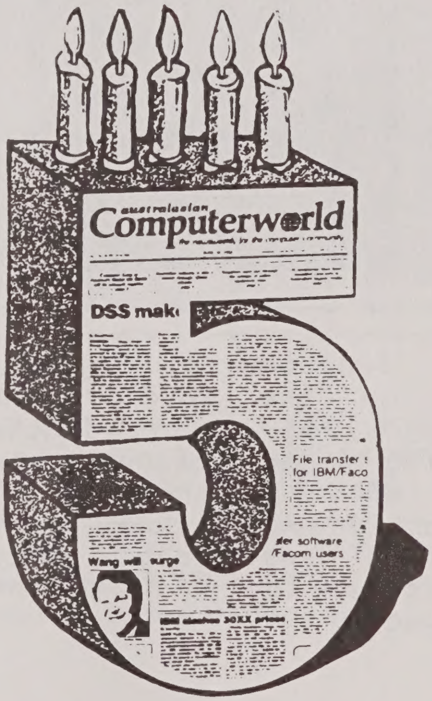
ISO WORLD

MICRO MARKETWORLD

IDC announced the creation of a User Communications Program office. The Washington, D.C. office and the Federal Division are under the direction of MARINA YOUNG, an IDC Vice President.

CTS
Communications Technology Service

Australasian Computerworld celebrated its fifth birthday in July, 1983. ACW published a 48-page anniversary newspaper, including a four-color wrap-around. The humorous front cover showed a Computerworld fifth-year cake with five candles, "bringing some light into the confusion of the computer community." Computerworld Pty. Ltd. publishes Australasian Computerworld, Australian Microcomputer, and the Greenbook and Redbook directories of computer software and hardware.



Japan joined our microcomputer publication revolution in October with PersoCom World, a monthly magazine. The first issue of the slick magazine, with over 100 pages of text and advertisements, was enthusiastically received by over 50,000 attendees at the Data Show in Tokyo, Japan.

1984

Continuing the growth of our microcomputer publications was MicroSistemas, a sister publication to Computerworld/Espana in Madrid, Spain. 14,500 copies of the first issue were distributed, over 7,000 of them on newsstands.

Para todos los usuarios de la informática personal
MS
MicroSistemas
Más PAQUETES DE APLICACIONES SOFT

IDC Scandinavia aggressively took on the Nordic countries during 1983. In addition to opening sales offices in Sweden and Norway, the Copenhagen, Denmark-based company also launched News Scan, a marketing newsletter for their clients and prospects.

IDC Scandinavia

Computerworld's Buyer's Guide series got under way in 1983 with three directories being released. The 24-page Computer Systems book was published in August, the Terminals book on October 5, and the Software book on December 4th.

COMPUTERWORLD
BUYER'S GUIDE
Computer Systems
Computers for professionals from professionals.
digital

Micro/Info, a colorful, aggressive 100-plus page monthly magazine covering microcomputers in The Netherlands and the Dutch-speaking regions of Belgium, was launched in Amsterdam on October 24th. Over 20,000 copies of the first issue were available during the Comdex/Europe show.

Asia Computerworld joined the CW family when this newspaper was announced in October. Plans for the Singapore-based paper call for publishing twice monthly beginning in February, 1984.

• 1984 •

The Danish computer industry now has a new microcomputer book, Micro Verden. 25,000 copies of Micro Verden were initially distributed via subscriptions and newsstands.

Micro verden

nr.1 2. november 1983 kr. 19,50

Mød Apple's Lisa
du glemmer alt om vejledninger og computersprog...

Vi tester Digitals Rainbow
Computeren der klarer båd[illegible]

Vi ser på Elekt[illegible]
Hvad kan [illegible]?

Sensation fra Hewlett-Packard:

Læs DIN hjemme COMPUTER
-et spændende 16 siders indlæg
i Micro Verden...

IDC's Pacific Technology Center issued the first IDC report with computer-generated graphics. The report, Trends in Computer--Generated Business Graphics was written by DEBORAH KELLY of PTC. The Pacific Technology Center focuses on the electronic components and boards industry. PTC is planning to release four studies on that market during 1984.

MicroMundo made its debut in March at the Micro Festival Show in Rio de Janeiro, Brazil. MicroMundo was initially created as a pull-out section of our weekly Brazilian paper, DataNews.

InfoWorld moved to new offices and changed from tabloid to magazine format during October, 1983. The new offices are located in Menlo Office Park, Menlo Park, California. Joining InfoWorld in the new building are the Computerworld and Micro Marketworld West Coast Bureaus.

Link Resources Corp. in New York achieved excellent sales results for 1983, with the fourth quarter being the strongest. Link Resources Corp. focuses on the new electronic media, on-line data bases, and videotex.

LINK

A SUBSIDIARY OF INTERNATIONAL DATA CORPORATION

• 1984 •

RUN, the magazine for Commodore-64 and VIC-20 users, announced its debut in November. The premiere issue featured an article which examined the word processing software available for the Commodore-64. RUN is a publication of the Wayne Green Publishing Group.

RUN

INTERNATIONAL DATA GROUP ■ AUSTRALASIAN COMPUTERWORLD ■ CHINA COMPUTERWORLD COMPANY ■ COMPUTERWORLD DO BRAZIL ■ COMPUTERWORLD DANMARK ■ COMPUTERWORLD ESPANA ■ COMPUTERWORLD JAPAN ■ COMPUTERWORLD MEXICO ■ CW CONFERENCE MANAGEMENT GROUP ■ CW COMMUNICATIONS/INC ■ CW PUBLIKATIONEN GMBH

IDG UPDATE

■ IDC ASIA LIMITED/HONG KONG ■ IDC RESEARCH AUSTRALIA ■ IDC EUROPA LTD/U.K. ■ IDC FRANCE ■ IDC DEUTSCHLAND GMBH ■ IDC IBERIA ■ IDC IRELAND ■ IDC ITALIA ■ IDC JAPAN ■ IDC SCANDINAVIA ■ INFOWORLD ■ INTERNATIONAL DATA CORPORATION ■ IDG FRANCE/LE MONDE INFORMATIQUE ■ LINK RESOURCES ■ PC WORLD COMMUNICATIONS

Publisher:
Bill Sell, IDG International
Operations Coordinator
Production Assistance:
Carol Famosi
Jo-Ann O'Mara
Ann Baker
Typesetting:
Carol Polack
CWCI Typesetting Department
Design Consultant:
Tom Monahan
CWCI Art Department

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Le Monde Informatique, our weekly in France, hosted a reception for recruitment agency people in Paris last August. The reception coincided with the announcement that over 10,000 copies of the newspaper would be distributed to newsstands.

Combien coûte un informaticien ? (V) P. 11

LE MONDE INFORMATIQUE

LE JOURNAL DES PROFESSIONNELS DE L'INFORMATIQUE

N° 128 - 19 DECEMBRE 1983

HEBDOMADAIRE - Prix : 6 F - 40 FB - 1,5 FS

Datapoint reprendrait le contrôle de Matra Informatique

Alignement au standard PC, intégration aux grands sites, logiciels intégrés

Micro-informatique : que doit-on retenir de 1983 ?

La conversion DOS/MVS : bien plus qu'un changement technique

En parlant ambitieusement sur Macintosh

Apple joue sa dernière carte pour échapper à la « norme » IBM

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PC Welt, the monthly magazine for users of the IBM PC and compatibles, launched its first issue with 156 pages. It was the largest first issue ever of a computer publication in Germany. PC Welt was launched at the Systems show in October.

PC WELT

Das Computer-Magazin für "IBM" PCs & Kompatible